OCTOBER 23, 1944 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

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DETROIT

LET'S BUILD an all-night show, [illegible] about four years ago. But—it must be [illegible] and of all-night show. It must be unlike anyth[illegible] anyone has ever heard.

WOR was sort of an amateur at this all-night show business, but not at program-building. For more than 22 years WOR's program-creators have been taking the ordinary and making it unique. Stumped by this all-night assignment? Not they! Why, they said, we . . . But it wasn't *that* easy.

They stumbled; thumbs got in the way, at first. But out of the tinkering and the sorting and their accumulated know-how came "Moonlight Saving Time," starring friendly-voiced, dynamic Steve Ellis.

Today "Moonlight Saving Time" *has three times as many listeners as any all-night show on any other major New York station.* And what it has done for sponsors is a story as sparkling as the show itself.

"Moonlight Saving Time" is an indication that WOR has built one of the most capable program planning staffs in radio. Another is the fact that 16 of the 17 most highly-rated local New York shows today are on WOR.

What WOR has done, and is doing, to please millions of people in one of the greatest listening territories on the Eastern Seaboard, it can do for *you*, too.

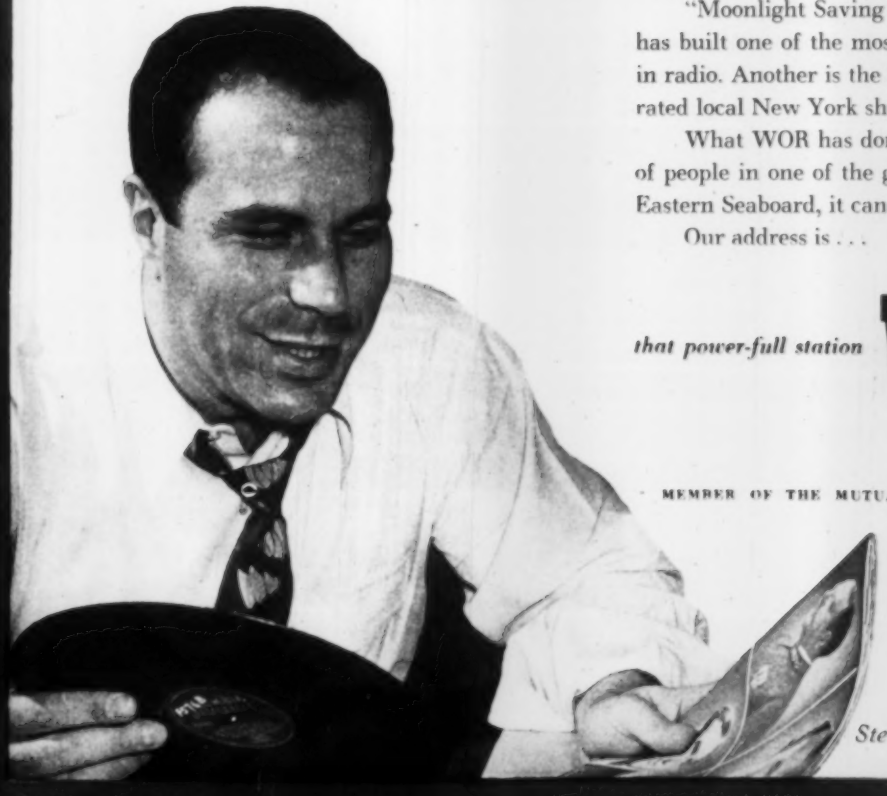
Our address is . . .

all-night is all right

that power-full station **WOR**

at 1440 Broadway, in New York

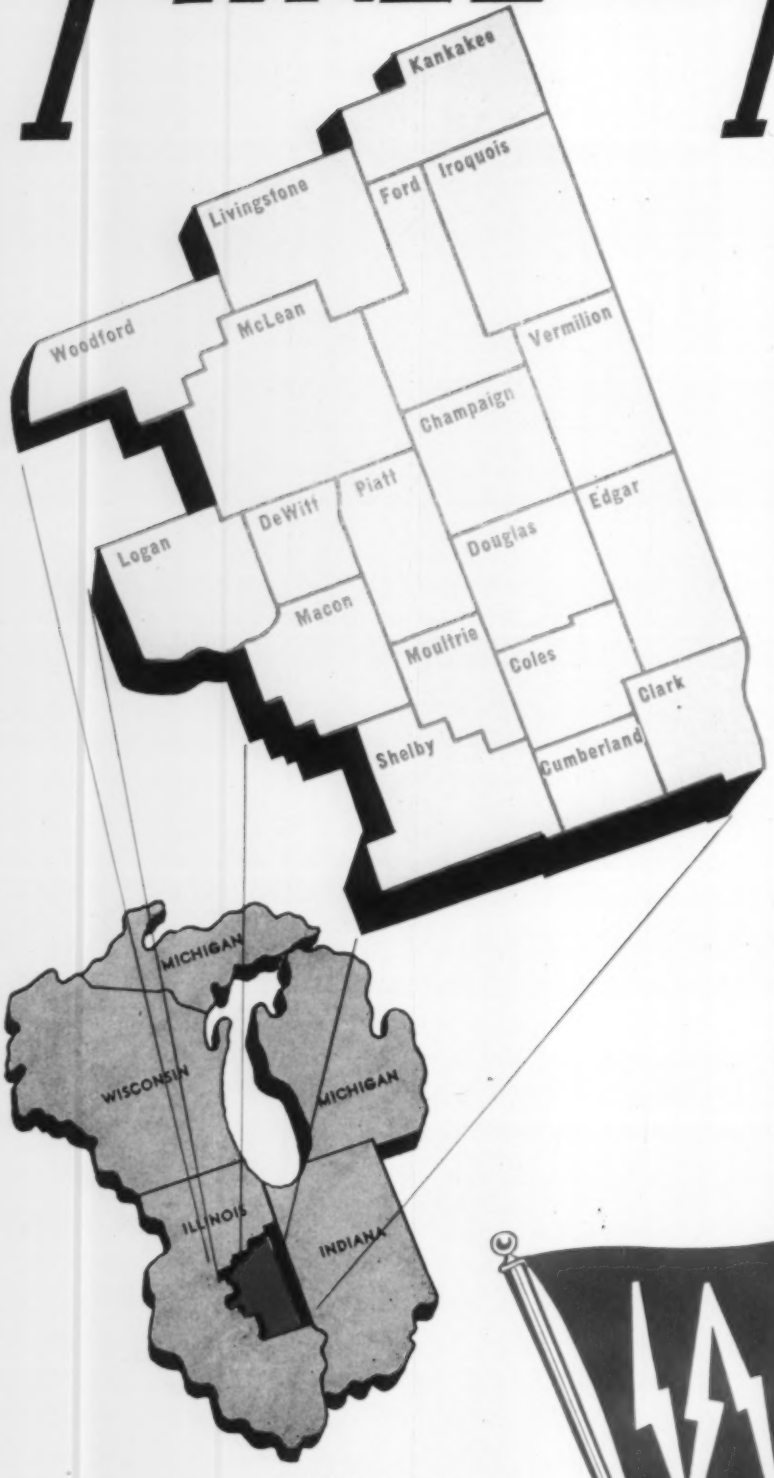
MEMBER OF THE MUTUAL BROADCASTING SYSTEM



Steve Ellis

FROM THESE 19 ILLINOIS COUNTIES

THREE OUT OF FIVE *Families Wrote WLS*



100,612 letters came to WLS in 1943 from 19 Illinois Counties alone (the seventeenth, eighteenth, and nineteenth Congressional Districts). In these 19 Illinois Counties, there are 168,956 Radio Homes: 59.5 Letters per 100 Radio Homes! Three out of Five! Real Audience response! WLS RESULTS!

These 19 Illinois Counties are just one small section of the four-state Midwest America from which we receive a million letters a year! In them you see just how WLS' down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you! When you want action in all or any part of a four-state Major Coverage area (including Metropolitan Chicago) remember: WLS GETS RESULTS!

NUMBER TWO in a WLS series of advertisements analyzing the station's intense listener-response, county by county. This ad shows WLS mail response from 19 Illinois Counties. Through the series we will reveal actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage area: Illinois, Indiana, Michigan, Wisconsin.

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

CHICAGO 7

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK. **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

Baltimore's Ears and Eyes are on WFBR*

THE EARS . . .

Millions of them in the Baltimore trading area! And they listen to WFBR right across the board from "Morning in Maryland" at 6:00 A.M. until sign-off time at midnight. Swell local shows and top Mutual network attractions keep WFBR's ratings high on all surveys. Check for yourself; see how many times WFBR is mentioned in first, second or third position!

THE EYES . . .

Plenty of eyes see WFBR, too! Because we have the finest studio facilities in the South. They come to see many of our best local shows go on the air or they come just to see what the inside of a radio studio looks like. *Over 75,000 is the average yearly attendance . . . no other Baltimore station can make this statement!*

There you have it . . . the eyes and ears of Baltimore are pretty familiar with this station and have been for the past 22 years. It's the kind of listener interest and loyalty that builds sales for advertisers on WFBR.

•

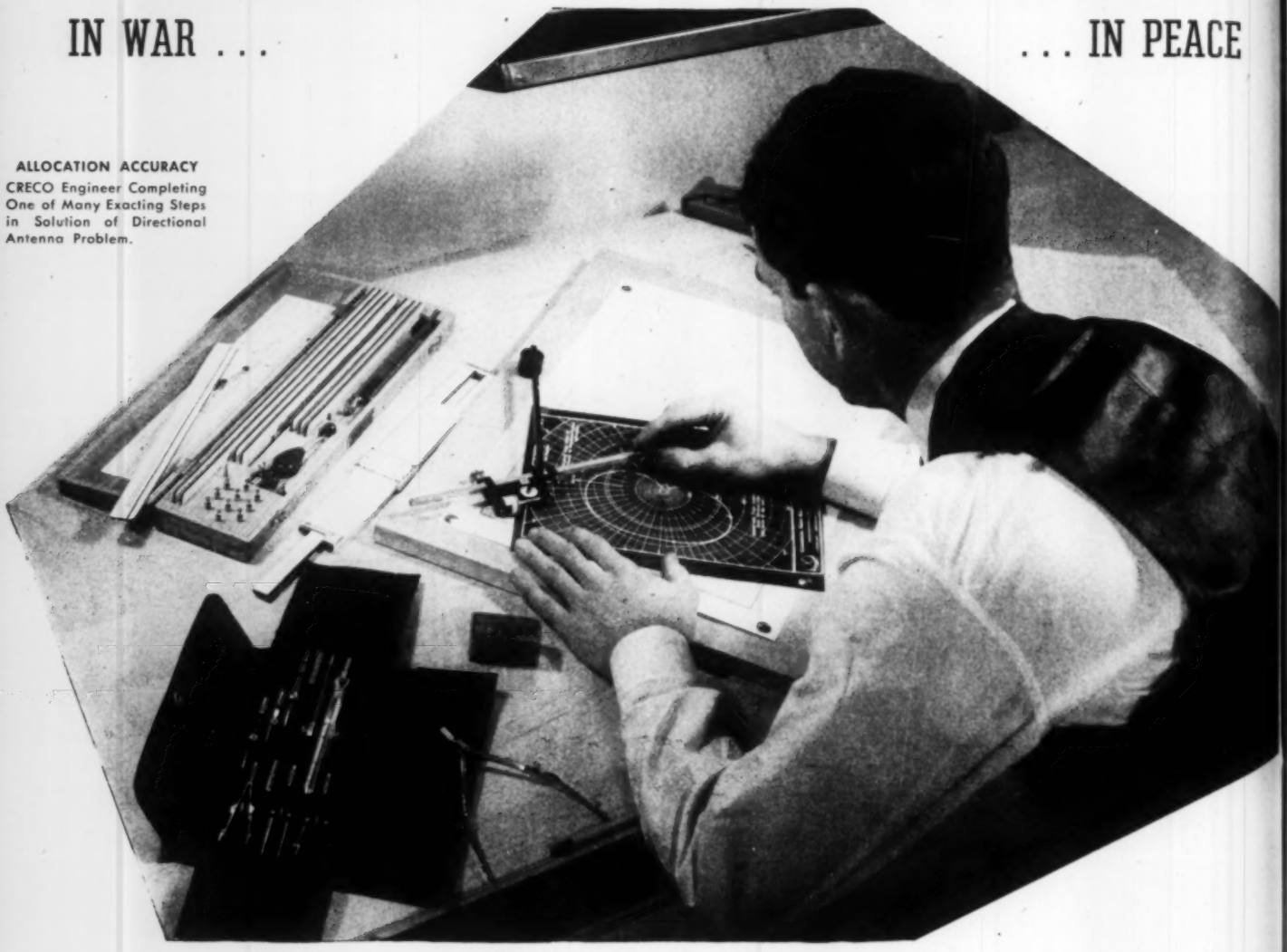
RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

ACCURACY IS OUR BUSINESS

IN WAR . . . . . IN PEACE



ALLOCATION ACCURACY
CRECO Engineer Completing One of Many Exacting Steps in Solution of Directional Antenna Problem.

EVERY STEP in the Development of Directional Antenna Design requires Knowledge, Experience and Accuracy in All Calculations Involved. All three are requisites to the Adequate Solution of any radio-engineering problem, major or minor.

CRECO has All Three, plus the Proper Equipment. CRECO's War Job now permits the acceptance of a Limited Number of Standard, FM and Television Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

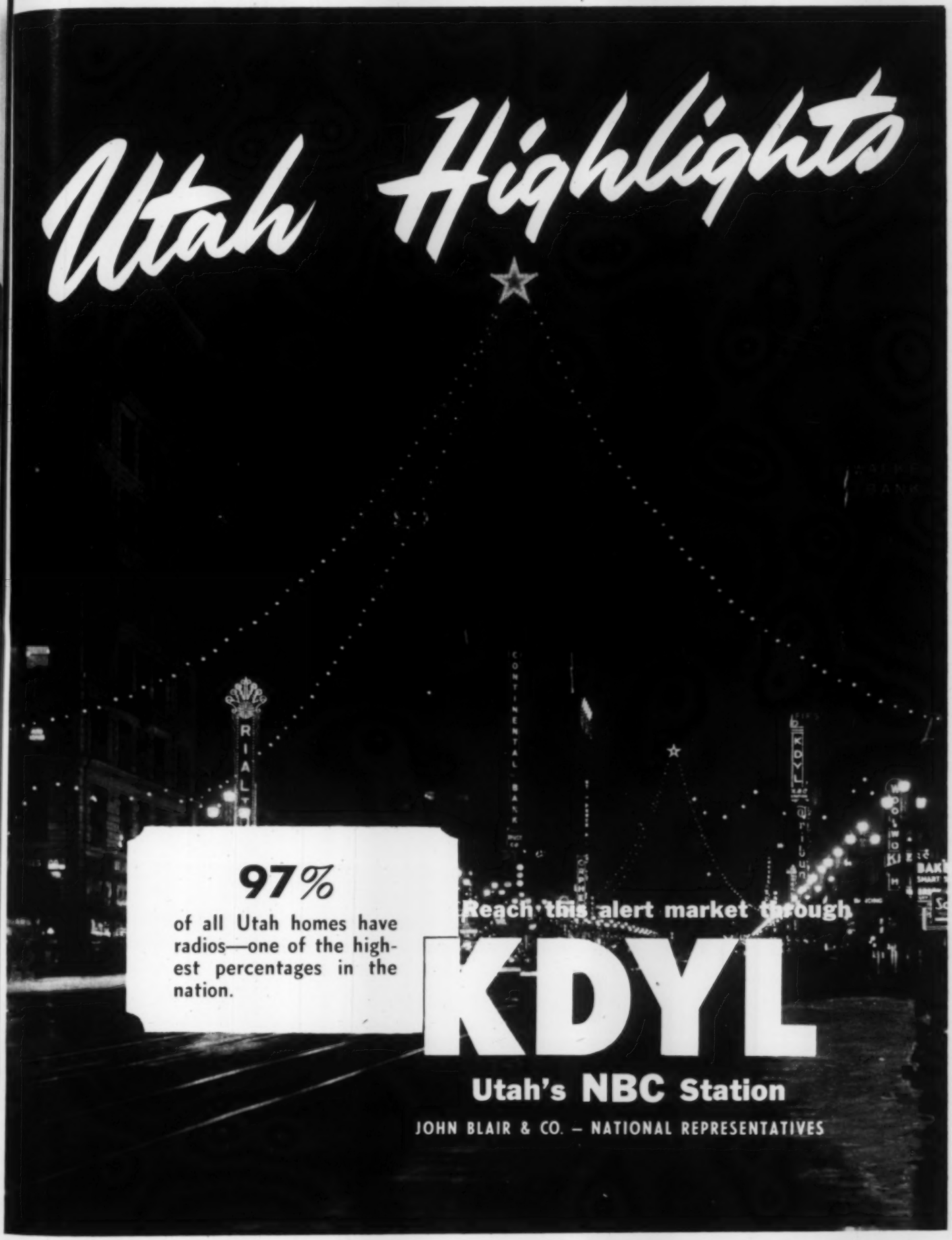
EVERETT L. DILLARD, General Manager

Porter Bldg.
KANSAS CITY, MO.

Evening Star Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"


Utah Highlights
97%
of all Utah homes have radios—one of the highest percentages in the nation.
Reach this alert market through
KDYL
Utah's NBC Station
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

WWL Advt.
Jan. 1941

Today—

When You Think of NEW ORLEANS

. . . You Think of

107,688 NEW WAGE EARNERS

(Since 1940)

. . . AND

WWL NEW ORLEANS

The Greatest Selling Power In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

Published Weekly by Broadcasting Publications, Inc.

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SOL TAISHOFF
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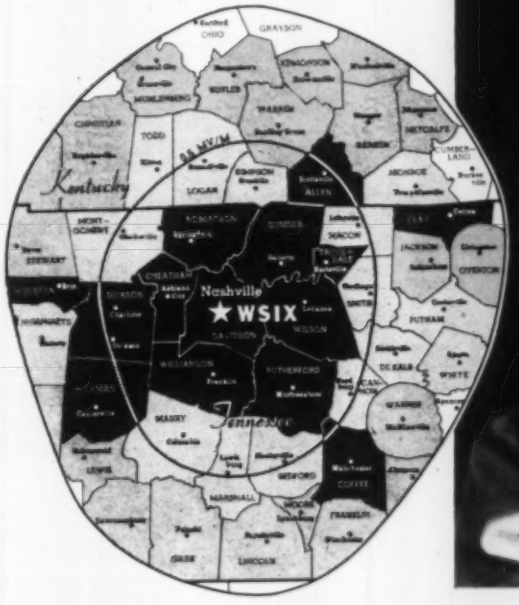
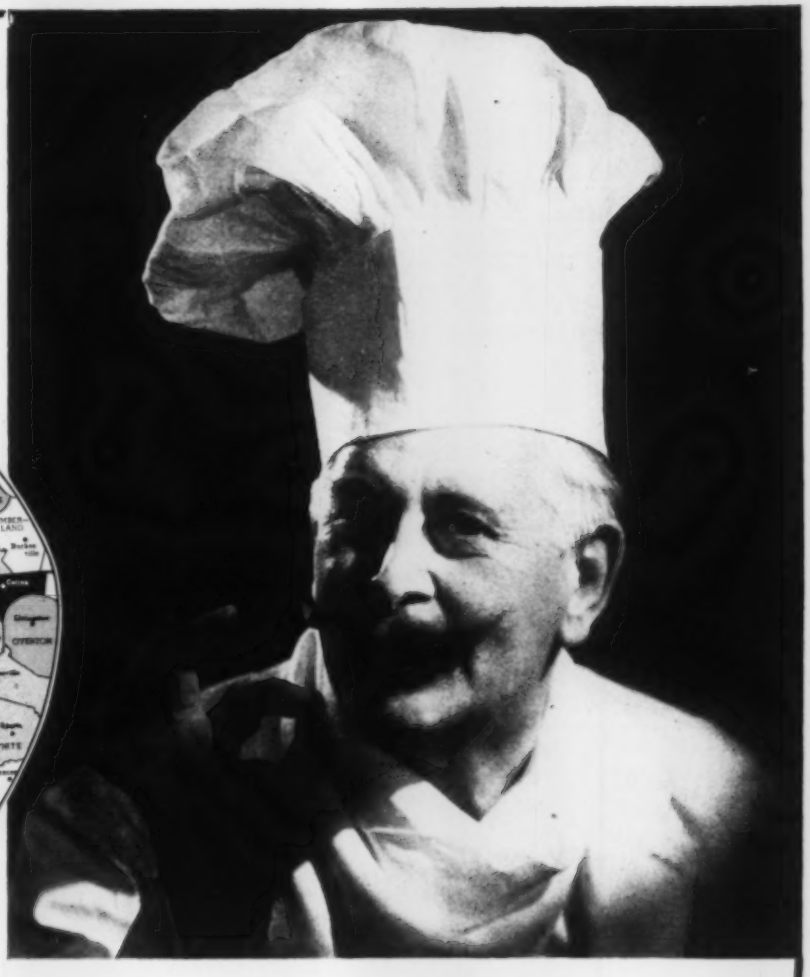
Just Enough!

NO WASTE COVERAGE



Signal and Mail Map



5,000 WATTS, 980 Kilocycles, IN NASHVILLE

WSIX has plenty of power to cover the well-to-do, active area of Nashville and Middle-Tennessee. This coverage dished out with choice programs from Blue and Mutual networks has resulted in securing for WSIX the largest all-day 8 A.M. to 6 P.M. listening audience in Nashville. Ask any current advertiser what he gets for his money on WSIX. He knows that this station is strong enough to reach Nashville's large trading territory—he does not pay for waste circulation in the surrounding lesser populated agricultural sections. For full information on WSIX and the Nashville market contact this station direct or write to our National Representatives.

BLUE and MUTUAL

As an affiliate of both the Blue Network and Mutual Broadcasting System, WSIX has access to some of the most competent news men in the country. For entertainment, service and education, too, WSIX carries well selected high caliber programs from these fine networks.

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

THE KATZ AGENCY, *National Representatives*

WOR Recording Studios

NOW HAVE FACILITIES IN

Hollywood

To render a better service to clients . . . to shorten the distance between two great talent cities . . . New York and Hollywood, WOR Recording Studios in the east, under the direction of Thomas M. Kelleher, makes available its unparalleled service and superb production equipment for high fidelity recordings . . . to the motion picture industry.

WOR's skilled engineers, with their many years of experience, invite problems on all phases of radio transcription work.

In Hollywood, C. P. MacGregor heads the staff of the West Coast Studios, with offices at 729 South Western Avenue.

Investigate the possibilities of WOR Recording Studios for your next transcription job.

WOR Recording Studios

A DIVISION OF WOR PROGRAM SERVICE, INC.
1440 BROADWAY NEW YORK 18, N. Y.

Today's Headlines Tell a Significant Story of Postwar Detroit

City's 10-Year Goal Set at 300,000 Homes
Builders' Head Outlines Postwar Program; War Building Nearing End
By E. A. BAUMGARTH
Realty Editor, The Detroit News
There will be a nced for approximately 300,000 new privately-owned homes in the metropolitan Detroit area in the 10 years following the war, Detroit builders believe.
This figure was given by C. H. Ha
resident of the Builders
Association of M
etroit.
Big Suburban Growth Seen
Population Gain 206,000
$45,000,000 Contract Drawn for Detroit Superhighways
Rosy Picture for Merchants
Michigan Bell Proposes $120,000,000 Expansion
Michigan Bell Telephone Co. expects to spend $120,000,000 for
the first five years
war.

- **Thousands of new homes needed now.**
- **Tremendous demand for all kinds of merchandise.**
- **Many expansion programs planned.**

Yes, there'll be a greater Detroit tomorrow, no doubt about that—a bigger, more productive, more wealthy Detroit.

And what a market it will be for merchandise of all kinds—automobiles, refrigerators, household furnishings, ranges, electrical appliances, foods, clothing—everything from furnaces to fashions.

Better set your sales sights high on Detroit right now—and remember—WWJ, America's pioneer broadcasting station, is the most listened-to radio station in this great market.

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News

950 KILOCYCLES—5000 WATTS

THE GEORGE P. HOLLINGBERY COMPANY
National Representatives

NBC BASIC NETWORK

ASSOCIATE FM STATION WENA

"1-A, eh? Not when I get through with you, Thistlewaite!"

● This, dear reader, is just a gentle reminder that as manpower problems become more and more critical, there's probably still a lot of work that you can turn over to F&P, to ease your overworked staff.

Sure, we're burning a lot of midnight oil, ourselves. And we also love our homes and carpet slippers. But this is another chance to prove our value to you—and that's Number One with us. Say when!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WKZO	KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE
KFAR	FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 **NEW YORK:** *444 Madison Ave.* Plaza 5-4130 **SAN FRANCISCO:** *111 Sutter* Sutter 4353 **HOLLYWOOD:** *6331 Hollywood* Granite 3615 **ATLANTA:** *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

VOL. 27, No. 17 WASHINGTON, D. C., OCTOBER 23, 1944 $5.00 A YEAR—15c A COPY

CIO, WHKC Join in FCC Dismissal

Commission Rules Political Identity Is Mandatory

AMID PROTESTS that certain political spot announcements are not properly identified as to sponsorship and the issuance by the FCC of a warning to all licensees that Sec. 317 of the Communications Act provides full sponsorship identity, the UAW-CIO and United Broadcasting Co., licensee of WHKC, filed a joint motion with the Commission last Friday asking dismissal of CIO proceedings against the station.

In statements issued at the same time Philip G. Loucks, Washington counsel for United, and Ernest Goodman, UAW-CIO counsel, were agreed that WHKC, in denouncing the NAB Code of Ethics and adopting its own Statement of Policy [BROADCASTING, Aug. 21, 28] will better serve in the public interest. While action to dismiss the CIO petition, which had charged WHKC with censorship, refusal to permit controversial issues to be discussed by labor and with failing to maintain a balanced treatment of all sides of controversial issues, was considered significant and a step towards cementing relationship between radio and organized labor, other protests were lodged with the FCC against political broadcasts.

Law Applies to Spots

"Numerous complaints have recently been received by the Commission concerning failure of radio stations to identify sponsors of political spot announcements," said the FCC notice. After citing Sec. 317 of the Act, the notice pointed out that the section "applies to spot announcements, as well as to all other material broadcast and requires a full and fair disclosure of the identity of the person furnishing the consideration for such broadcast."

The Commission notice followed complaints by the American Civil Liberties Union and the Liberal Party of New York State to Chairman James Lawrence Fly, charging that political broadcasts are being carried without proper sponsor identification. The Civil Liberties Union protest made reference only to "spot announcements in behalf of political candidates".

On the other hand, Dr. John L. Childs, state chairman of the Liberal Party, and Morris L. Ernst, its vice-chairman and attorney for the American Civil Liberties Union, telgraphed Mr. Fly that "unidentified spot announcements", broadcast "on many stations on behalf of the Republican Party" constituted a "fraud on the public since they come over the air not as advertisements but as station announcements".

An investigation by Commission personnel disclosed that some stations had broadcast political spot announcements, labeling them only "political" announcements. It was pointed out that such identification isn't sufficient.

Rule Pending

Pending before the FCC is a proposed rule to require identification of not only sponsors of commercial programs, but of those providing "free" material for broadcast [BROADCASTING, Oct. 9].

"This proposed rule is a matter of vital interest to every radio station and it is highly important that a considerable number of licensees express their views upon the subject," NAB advised its membership. "NAB will make a general appearance. Station managements are urged to send to the Commission an expression of their views. This may be done in the form of either a letter or a brief addressed to the Commission. It is also most urgently requested that copies of such letters or briefs be sent to NAB."

Indications were that the major networks and a number of independent stations would file appearances and be prepared to testify. Deadline for filing requests for oral argument is Nov. 1, with the arguments set for 10:30 a.m. Nov. 10.

Rubin Protest

Another protest was filed by William B. Rubin, Milwaukee attorney and Democratic candidate for Governor of Wisconsin, asking the FCC to insist that Gov. Dewey, Gov. Bricker and Rep. Clare Booth Luce (R-Conn.) be required to "retract" certain alleged "falsehoods" he said they uttered against President Roosevelt. He asked that the GOP be required to submit scripts of political talks to stations 48 hours in advance, that networks and stations be required to "delete" any "false information" and threatened to file objections to renewal of licenses of stations carrying "false statements" by Republicans.

At the Commission it was stated that Mr. Rubin probably will be sent a copy of Sec. 326 of the Communications Act, which prohibits the FCC from exercising censorship over programs, and Sec. 315 which prohibits stations from censoring political talks.

Meantime, the two major parties are backing up network broadcasts of their candidates with extensive, hard-hitting, direct-selling spot announcements, recorded by the respective national committees and distributed to the state committees for local placement.

Whereas the best advertising practice is to sell the goods and ignore competition, both the Democratic and Republican spot campaigns reject that direct approach and follow instead the political maxim that voters always vote *against* something or someone rather than *for* anything or anybody.

Democratic records, made in Hollywood by NBC Radio Recording Division, are tailor-made for each district, with names of candidates included in the recordings.

Republican discs, all announced by Ford Bond and cut by Empire Broadcasting Corp., New York, stick to national issues and personalities, obviating the need for local names.

Democratic announcements are all one-minute spots. GOP discs range from a full minute down to 20-second chain breaks. Each party estimates that its recordings are being broadcast on at least 400

(*Continued on Page 59*)

Radio Leads Philippine Invasion Army

Special Ship Provides Fast Worldwide Coverage

RADIO SCORED a new triumph in split-second war coverage when first news of the Philippines invasion was flashed from a floating broadcasting station off Leyte.

An Army Signal Corps radio ship, first such craft used in any landing action, sailed with Vice Admiral Thomas C. Kindaid's 7th Fleet which landed Gen. Douglas MacArthur's troops.

From this ship was broadcast the dramatic MacArthur communique announcing the General's return to the islands. The communique was beamed to the Army Communications Center in San Francisco via a series of booster transmitters. It was distributed from the mainland receiving point to the four major networks and three national news services.

As the news was being flashed to America, another leg of booster stations carried it to Australia. Shortwave facilities relayed it from War Dept. headquarters in Washington to Great Britain.

This fast news transmission over the distances involved in the Pacific was a culmination of a year's preparation by the Army Signal Corps and the War Dept. Bureau of Public Relations.

After original tests were conducted, a far-reaching system of alternate relay routes was established to assure distribution of the news, in the event one route failed or the Japanese were successful in jamming operations.

These routes were tested successfully early in the spring under the direction of Maj. Gen. Alexander D. Surles, Director, Bureau of Public Relations, War Dept.; Maj. Gen. Harry C. Ingles, Chief Signal Officer, and Brig. Gen. Frank E. Stoner, Assistant Chief, Army Signal Corps.

President Roosevelt said at his news conference Friday that one of the reasons for the delay in announcing the landings was an apparent Japanese attempt to jam radio channels.

Gen. MacArthur's dramatic broadcast to the Filipinos, attending the invasion, was his first formal appearance before a microphone since the forced evacuation of the Philippines. He had said repeatedly that he would not go on

(*Continued on Page 76*)

Nets Ask Speedy Action in Disc Case

White House Aids Hunt For Legal Power; Press Bitter

DECLARING their businesses are threatened and their relations with artists endangered by the continued government delay in disposing of the recording dispute, the RCA Victor Division, NBC Recording and CBS, in a joint statement for release Sunday, urged Director of Economic Stabilization Fred M. Vinson to act swiftly to prevent their capitulation to the demands of James C. Petrillo.

"The continued delays in this case have created a condition of unfair competition under which other companies have bowed to Petrillo's demands and accepted the dangerous principle of extra payments made directly to the union," the companies stated, "are threatening the survival of our record business. . . . This condition which was acute when we disclosed it to you, has since become even more so. Therefore we urge you to act swiftly since otherwise the principle which we have fought against all this time will be forced upon us."

The companies' appeal was contained in a telegram signed by Frank M. Folsom, vice-president, and James W. Murray, general manager, RCA Record Division; Paul W. Kesten, executive vice-president, CBS; Niles Trammell, president, NBC, and Edward Wallerstein, president, Columbia Recording Co.

Meanwhile a concerted search for legal authority to break Mr. Petrillo's strangle hold on the recording industry was in progress as a result of President Roosevelt's expressed desire to compel the AFM leader to comply with the War Labor Board directive of June 15. Advisors to the President told BROADCASTING they expect to report to the White House on results of their studies in the near future.

President Roosevelt's remarks at his Oct. 13 news conference that he was not taking as final Mr. Petrillo's refusal of his request to terminate the recording ban precipitated another flow of editorial reaction from leading newspapers, most of which had previously advocated legislation to regulate labor monopolies.

The *New York Times*, criticizing the President for instituting a study of the case at this late date when it should have been started at the beginning of the recording strike 26 months ago, declared that the courts are impotent to deal with economic coercion exercised by a union because they are bound by recent decisions of the Supreme Court.

"If Mr. Roosevelt can find no law to do anything about Mr. Petrillo now," the *Times* said, "if it is perfectly legal for a union to put firms out of business by a boycott, to restrict production, to force the creation of needless jobs and to hold up the public by forcing excessive prices, it is because that is the law that the Administration has sanctioned."

The *Washington Post*, asking whether the President intends to advocate legislation to curb "little dictators" if he finds the present laws inadequate, declared that 'the real mistake of the Administration has been in trying to deal with the Petrillo affair as a wartime emergency.

"Since the production, mining or manufacture of goods for war is not directly involved," the *Post* continued, "it does not appear that the War Labor Disputes Act can be invoked. But that is beside the point, for no monopoly should be permitted to tax consumers by coercive means for its own benefit in time of either war or peace.

A 'Sorry Record'

"The only forthright and courageous thing the President can do, in our opinion, is to send a stiff message to Congress, on its return, asking that monopoly and rackets be curbed in the ranks of labor, as well as those of industry and business."

The *Washington Star*, expressing its confusion as to "what the President hopes to accomplish by looking up the law . . . at this late stage of the game", declared that the whole history of the case is a "sorry record" and one that is "not in the least brightened by the objective of the strike, which is to force the recording companies to pay a tax on each record, not to the musicians, but directly into the union treasury."

The *New York World Telegram*, under an editorial entitled "He Didn't Want a Law", expressed doubt that the President would find a law to curb Mr. Petrillo because efforts to regulate labor unions were blocked by Administration supporters in Congress.

H. V. Kaltenborn, broadcasting over NBC, suggested that the problem of dealing with Petrillo is not only what the law permits "but it is also a question of what the law ought to be".

Wigglesworth Demands FCC Revoke All Sales by Bulova

IN A NEW leap for the limelight, Rep. Richard B. Wigglesworth (R-Mass.), member of the House Select Committee to Investigate the FCC, last Thursday called upon the FCC to revoke or hold in suspension sale of stations by Arde Bulova, broadcaster and watch manufacturer. The FCC has already approved three of five proposed Bulova station sales, for an aggregate $670,000.

FCC Chairman James Lawrence Fly, to whom Rep. Wigglesworth addressed a telegram, had not responded last Friday, when BROADCASTING went to press. In FCC and radio circles, however, doubt was expressed whether the Commission could revoke or suspend the transfers of the three stations. On Oct. 9 the FCC approved sale of WCOP Boston by Mr. Bulova to the Cowles Broadcasting Co. for $225,000, and of WNBC Hartford to the Yankee Network for $220,000. Last June it had approved the sale of WELI New Haven to Col. Harry C. Wilder for $225,000.

Congressman 'Amazed'

Still pending before the FCC are proposed sales of WPEN Philadelphia to the *Philadelphia Bulletin* for $620,000 and of WOV New York to Mester Bros., of Brooklyn, food merchants, for $300,000. The House Committee has inquired into the WOV transaction and also had interviewed Mr. Bulova regarding the sales.

Mr. Wigglesworth said he was "amazed" by the FCC's approval of the WCOP transfer, "despite charges and pending investigations of charges of concealed ownership." He requested immediate assurance that all transfers of Bulova interests be revoked "under 15-day rule or held in suspension status" pending the reconvening of Congress. So far as is known, there has been no public contention of "concealed ownership" of WCOP. The Catholic Truth Society of New York had filed a complaint with the FCC against the proposed Bulova sales and alleged, among other things, that "hidden ownership" was involved in WPEN. The license of WORL Boston, of which Harold A. Lafount, Bulova radio general manager, is owner, has been in hearing on renewal because of purported ownership complications. Mr. Wigglesworth particularly has inquired into the WORL case.

Following is the text of Rep. Wigglesworth's Oct. 19 telegram:

I am amazed by advice that FCC has approved the transfer of Station WCOP from Bulova interests to purchasers despite charges and pending investigations of charges of concealed ownership. I am also amazed by advice indicating that Commission or a majority of its members have agreed to approval during Congressional recess of other stations from Bulova interests which have been subject to similar charges of concealed ownership which, if substantiated, would call for revocation of station licenses.

As a member of Select Committee investigating FCC and its activities, I request immediate assurance that all transfers of Bulova interests in frequencies or stations will be revoked under 15-day rule or held in suspension status as of beginning of Congressional recess pending the reconvening of Congress. This assurance will obviate the necessity of requiring immediate meeting of the Select Committee or further publicity concerning transfers referred to and certain very large and illegal campaign contributions.

Baylor Describes Europe Conditions

Agency Executives Guests at Lunch Held in New York

A CORRESPONDENT'S-eye view of today's conditions in London, Paris and along the Siegfried Line was given last Thursday by David M. Baylor, program director of WGAR Cleveland, to a group of 100 agency radio executives who were guests of the station at a luncheon at the Ambassador Hotel, New York. He gave high praise to Press Wireless for its service to American correspondents at the battle fronts, reporting they were able to go on the air from remote spots under almost as good conditions as in their home studios. He also expressed gratitude to the BBC for its cooperation while he was in London.

John F. Patt vice-president and general manager of WGAR, in introducing Mr. Baylor, who had just returned from a four-month tour of the European battle zone, cited this trip as an example of what WGAR considers good public service, giving its listeners frequent reports on the European scene from a Clevelander's viewpoint and also interviews with GI Joes from the Cleveland area.

WGAR contingent also included Carl George, assistant station manager, Harry Camp, sales manager, and Mannie Eisner, publicity director.

AFRA Deal Snags

AGREEMENT tentatively worked out between AFRA, the networks and agencies on the basic commercial contracts to enable them to proceed with negotiation of wages and working conditions [BROADCASTING, Oct. 16] turned out to be no agreement when an attempt to put it into writing demonstrated that AFRA's insistence on a single national contract was not acceptable to the agencies and networks who demanded separate contracts for New York, Chicago and the West Coast. As of last Friday, discussions had failed to break the deadlock, which seemed certain to make it impossible for a new commercial code to be drafted by Oct. 31, let alone new contracts covering network sustaining programs and transcriptions, which also expire on that date.

'Poultry Journal' on 49

BEGINNING Oct. 30 the *American Poultry Journal* will sponsor a 17-week series of thrice-weekly transcribed 5-minute interviews with Editor Ralston R. Hannas on 49 stations, with live show slated for WMAQ Chicago. Account placed by Simmonds & Simmonds, Chicago, on following stations, in addition to WMAQ: KTHS WJJD WTAD WEBQ WISH WOWO WMT WOC KSCJ KFBI WHAS WOMI WBAL WEEI WFDF WKZO WCCO KMBC KXOK KFEQ WSNJ WHEB WHAM WJTN WGY WSYR WPTF KILO KFYR WCKY WFIN WKY KVOO WPIC KDKA WISR WORK WMC WAPO KTBC KWFT WFAA KTSA WDBJ WDEV WKBH WDSM WFHR.

NEWS ITEM--

Bannister Slides Down Professor

Savant Discovers That Symphonies And Singing Commericals Curdle

By ROBERT K. RICHARDS

THE distinguished Harvard astronomer, Prof. Harlow Shapley, has discovered life on the Planet Earth.

The discovery can be substantiated by the outraged response of Harry Bannister, general manager of WWJ Detroit, to a letter the Professor penned between astral observations to Niles Trammell, president of NBC.

This letter, lamenting the excruciating pains that afflicted Professor Shapley when he heard a singing soap commercial wagging on the end of a Toscanini concert, was forwarded by NBC to Mr. Bannister and other managers of NBC affiliates.

The meteoric response to the Professor's lament doubtless matches any pyrotechnics the distinguished scientist has seen through his telescope at famed Harvard College Observatory.

In his letter to Mr. Trammell, Professor Shapley recalled a recent General Motors program by Arturo Toscanini and the NBC Symphony Orchestra during a period he spent in his New Hampshire summer home. Of this he said:

"And then suddenly, as our applause registered deep gratitude, a revolting, leering vulgarian defecated in the altar before us all, desecrating the cathedral, destroying the ecstasy of the communicants, defaming the symphony and the artists. That is, before we could defend ourselves, a squalling, dissonant, hasty singing commercial burst in on the mood."

This, obviously, was too much for the Professor.

"It helped but little on that occasion," he continued, "to turn off the station angrily and avoid the radio for hours; and little to dash to the pantry, find some boxes of the offensive article (as advertised), and hurl them with curses on the manufacturer into the helpless neighboring canyon, swearing, meanwhile, an unending blacklist for the stuff."

Mr. Bannister, rebutting, attested to his own dislike of singing commercials, hitch-hiking on a symphony hour or a bobby-socks serenade. But he defended the existence of this, and all commercials, emphasizing the considerable part commercials have had in developing the American system of broadcasting. He established, as premise to his arguments, that when "15 seconds of buffoonery" pursue 59 minutes and 40 seconds of superb entertainment, the listener has received dollar-for-dollar value and there should be no waiting in line for change.

How About the Mrs.!

Mr. Bannister asked the Professor, "Do you apply the same set of values in your estimate of other human activities? For example, would you violently hurl your wife into the 'neighboring canyon swearing meanwhile unending blacklist' if in 99.6% of the time she completely pleased and satisfied you but if in .4% of the time the poor woman managed to thoroughly aggravate you?

"Would you," he asked further, "evaluate the work of a fellow sci-

(*Continued on page 58*)

Says Shapley

PROBABLY I represent a large body of listeners. I shall speak freely, because I feel deeply, and because I am conscious of a certain responsibility arising from my administrative positions in several national organizations.

* * * *

We got . . . a hideous jingle about a soap; and we could not protect ourselves. The great art (Toscanini) had been prostituted in the interests of immediate cash return to the broadcasting industry and its commercial patron.

* * * *

The instance cited was, of course, but one of dozens of similar recent atrocities. Such commercials must have considerable immediate profit whatever the long-range danger.

* * * *

In the first place the objectors are not a few; I meet no one who condones them.

* * * *

. . . the attitude of "We give the people what they want" was adopted by Bernarr Macfadden and Randolph Hearst. Yellow journalism has been 'built on the hypothesis that we should de-civilize by way of the instinctive vulgar taste of the mob.

* * * *

I cannot escape the feeling that regardless of existing undertakings with the advertisers and regardless of current interpretations of codes, you can readily improve the present situation.

* * * *

I even suspect that if you would join . . . in a decision that no singing commercials, or other questionable commercials, can be used . . . first without clearance by a "good taste" committee of the National Association of Broadcasters, the situation would mend immediately.

Says Bannister

I BELIEVE broadcasting in the United States is incomparably the finest in the world. Nowhere else is there to be found anything that even remotely approaches the accomplishments of American radio. The foundation of this structure is the commercial sponsor, the radio apotheosis of free enterprise.

* * * *

I must tell you that as a man cannot live by bread alone, an independent station cannot flourish and prosper by network broadcasting alone.

* * * *

On my own station, a typical one, over three-fourths of our revenue comes from sources other than network broadcasting. Yet the choicest hours of the morning, afternoon and evening are devoted to network programs.

* * * *

In a sense, each one of our listeners who hears in patient tolerance our announcements, sung or unsung, actually casts his bread upon the waters to subsequently have it returned to him in countless ways.

* * * *

The freeborn American resents having culture thrust upon him. It must be administered in homeopathic doses.

* * * *

I beg you to compare present-day American radio with what it was 13 years ago or with what it is today even in such an enlightened bulwark of civilization as Great Britain.

* * * *

In the United States, the only propaganda is commercial—an urge to buy something. Granted that the means employed are at times offensive, is the price too high for what the listener gets in return? Where else, except from nature, do you get as much for nothing?

Military Lifts Ban on Propagation Data

CBS Contract Let For New Video Outlet

By BILL BAILEY

WITH TELEVISION interests girded for a battle over spectrum location of the art when hearings are resumed this week in that phase of broadcasting, the FCC allocation hearings last week took a new slant as the Joint Chiefs of Staff lifted restrictions on heretofore classified propagation data in the higher frequencies from 8-100 mc.

Commission attaches predicted that with certain interference information now declassified, the six men who are to decide the future homes in the spectrum of radio's various services, will be given data vital to the allocation of FM, television and facsimile.

Police Data

Following the noon recess last Thursday, Commission General Counsel Charles R. Denny read into the record a communication dated Oct. 18 from Capt. G. B. Myers, USN, secretary of the Joint Comfunications Board, Joint Chiefs of Staff, advising that the following propagation data, gathered prior to Oct. 16, had been unclassified: F2 layer reflection at 10 mc or higher; Sporadic E reflection at 8 mc or higher; multipath, shadow or "similar effects" in the band 40-100 mc (see text this page).

Meantime, just before noon the Commission had heard Zellon E. Adritsh, radio engineer in charge of operations, Indiana State Police, give more concrete propagation data in the FM band that any witnesses yet heard. Appearing as chairman of a subcommittee of Committee 1, RTPB Panel 13, and on behalf of state police organizations, Mr. Adritsh cited case after case of interference, giving dates, frequencies and types of stations emitting signals in bands other than their own (see page 60).

Commissioners and counsel alike were agreed that the police representatives had provided more definite information as to interference in the 30-40 mc band than any witnesses.

On Friday Mayor F. H. LaGuadia of New York, appearing for the U. S. Conference of Mayors of which h is president, said all public and governmental allocations needs must be given consideration "over and above" commercial services. He said that after the armed services needs have been provided, cities should be given "first priority by the Commission".

Earlier the FCC heard Capt. D. S. Leonard of Detroit, representing RTPB Panel 13 and the International Assn. of Chiefs of Police, declare that if "state and local police agencies are prevented from full use of radio facilities . . . it undoubtedly will be necessary to appeal directly to the Congress for statutory relief".

With the military ban lifted from propagation data, the Commission plans to delve into all phases of interference affecting FM and television.

Mr. Denny, who has conducted the allocation hearings, said the FCC staff already had begun assembling data, which likely will be presented this week. There is a possibility that Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, may be called by the FCC, inasmuch as he has collected considerable propagation data. Dr. Dellinger is chairman of the Technical Subcommittee of the State Dept. Special Postwar Planning Committee on Telecommunications, and heads a preparatory committee readying data for the World Telecommunications Conference.

Hearings in television, which opened Oct. 14, were postponed until this week at the close of last Tuesday's session to enable the Commission to take up Group 3 services, including police, fire, forestry, special emergency, provisional, special services and motion picture allocations. Many of the police officers who appeared as witnesses had to make the trips to Washington on their own funds and the FCC interrupted television to accommodate the officers.

To Resume Tuesday

As BROADCASTING went to press, television was scheduled to be resumed at 10:30 a.m. Tuesday (Oct. 24) at the National Museum Auditorium, 10th St. & Constitution Avenue, NW, Washington. Should the Group 3 services extend into Tuesday, television will be resumed immediately after Group 3 testimony is concluded.

Witnesses to be heard in television, in the tentative order of appearances, are: Allen B. DuMont, Television Broadcasters Assn.; Dr. C. B. Jolliffe, H. H. Beverage, Elmer W. Engstrom, George Beers, Thomas Joyce, O. B. Hanson, Niles Trammell, RCA-NBC; Paul Raibourn, Balaban & Katz and affiliated organizations; Norman D. Waters, American Television Society; T. T. Goldsmith Jr., L. F. Cramer, A. B DuMont Labs.; William Duttera, Robert T. Shelby, F. J. Bingley, Panel 6, RTPB; J. E. Brown, Zenith Radio Corp.; T. A. M. Craven, Cowles Broadcasting Co.

Those already having appeared are: Cyril M. Baum, FCC; David B. Smith, RTPB Panel 6; Joseph H. Ream, CBS vice-president and secretary; Dr. Peter C. Goldmark, CBS Director of Television Engineering; Lewis Allen Weiss, vice-president and general manager Don Lee Broadcasting System, appearing on behalf of TBA; Dr. G. R. Town, Stromberg-Carlson Co.; James D. McLean, General Electric Co. and TBA.

RTPB recommendations for television allocations, submitted by Mr. Smith, included 23 channels for nationwide service, ranging from 50-222 mc and three channels for local service on the East Coast, 222-246 mc, and an unspecified number of experimental channels above 460 mc.

Mr. Ream, reading a statement [BROADCASTING, Oct. 9] prepared by Paul W. Kesten, CBS executive vice-president and general manager, announced that on Oct. 10 Columbia signed a firm contract with Federal Telep. & Radio Corp., Newark, for delivery of a high-definition television transmitter eight months from date.

Transmitter Plans

Mr. Ream said the new station will be designed to broadcast on a frequency of 460-476 mc with "entirely adequate" power, although he said power is restricted information at the moment. Mr. Ream read a letter from Westinghouse Mfg. Co. advising CBS it was ready to manufacture a transmitter to operate at about 750 mc with "adequate power". Under cross-examination Mr. Ream said the contract with Federal contained a clause making delivery mandatory within 10 months after signature or cancellation. Arrangements have been made with Zenith Radio Corp. to manufacture sets for the tests.

When the television hearings resumed last Tuesday the Commission heard Mr. Weiss plead for continuance of video in the present spectrum location. He said television is a novelty and that it would be "three or four years" before it could be sold on a four-hour-daily commercial program basis. Refuting that testimony, however, were statements by Frederick A. Long in charge of television and motion pictures of BBDO, and Raymond E. Nelson, vice-president of the Charles M. Storm Co., New York, to the effect that television has passed the novelty stage and is considered not only an entertainment but an advertising medium.

Commissioner E. K. Jett, although declaring himself in favor of continuing television in the present bands "temporarily", asserted: "I, too, believe that television will find its focus in these higher bands. It's just a question of time—how soon we can give up the 6 mc channel for higher frequencies."

Mr. Ream recommended that the Commission adopt some sort of ruling, to the effect that television is

(*Continued on page 62*)

DISCUSSING TELEVISION in the higher frequencies was this group of CBS experts at the FCC allocation hearings in Washington last Tuesday. Proponents of higher-spectrum video are (l to r): Joseph H. Ream, CBS vice-president and secretary, who presented statement of Paul W. Kesten, executive vice-president; Earl Gammons, Washington director; William B. Lodge, general engineering supervisor; Dr. Peter C. Goldmark, who gave technical data to back up Columbia's claims; Penelope Shaw, engineering assistant; Sutherland G. Taylor, CBS counsel.

Denny Requests All Propagation Data After Military Restrictions Are Lifted

ALL WITNESSES with information regarding heretofore restricted propagation data were asked last Thursday by Charles R. Denny, FCC general counsel, to present testimony at the ensuing allocation hearings before the Commission in Washington. His request followed disclosure at the hearing that the Joint Communications Board of the Joint Chiefs of Staff had decided to declassify certain propagation data involving Sporadic E, F2 layer, multipath, shadow and other interferences in the very high frequency band and up.

Following is text of a communication addressed to the FCC by Capt. G. B. Myers, USN, secretary of the Joint Communications Board, and placed in the Commission hearing record by Mr. Denny:

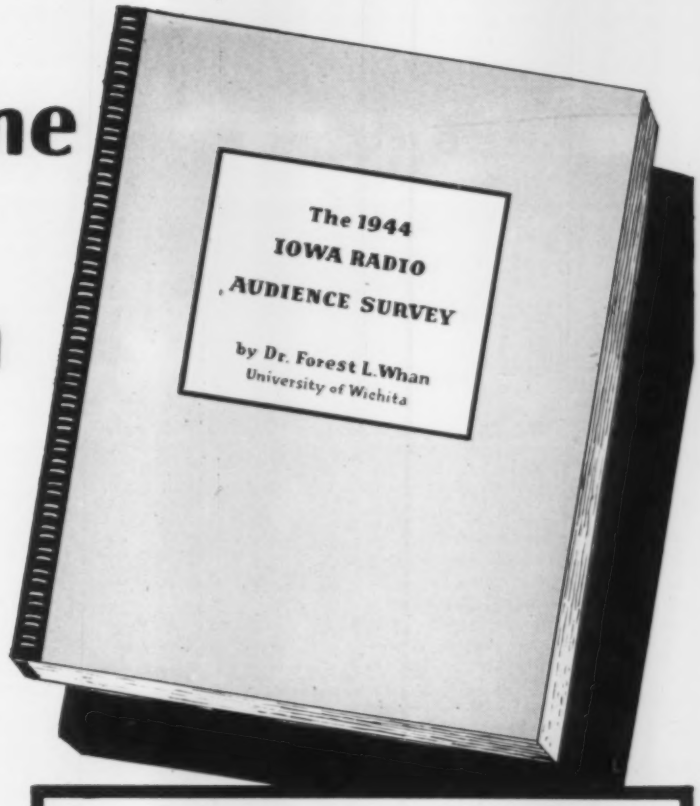
On 18 Oct. 1944, the Joint Communications Board considered a proposal to downgrade certain radio wave propagation data from RESTRICTED and decided that the following data shall be UNCLASSIFIED:

1. Vertical incidence measurements made in the U. S. or its possessions prior to 16 Oct. 44 showing F region reflection at 10 mcs or higher.

2. Vertical incidence measurements made in the U. S. or its possessions prior to 16 Oct. 44 showing E region reflection at 8 mcs or higher.

3. Any oblique incidence observations in the band 40/100 mc, including those showing multipath, shadow or similar effects, made in the U. S. or its possessions prior to 16 Oct. 44.

Should Radio Time Be Bought on FACTS—or on "Intuition"?



Ad Men who read this Survey will KNOW *about Iowa Radio!*

★

When your client (or your V. P. in charge of Sales) asks you what percentage of people in Iowa listen to any given Iowa station—*can you TELL him?*

When he asks *any* sort of question about Iowa radio —can you talk FACTS, or do you have to guess?

Every person or firm that advertises in Iowa *needs* a copy of the 1944 Iowa Radio Audience Survey, by Dr. Forest L. Whan. It is a MUST for any fact-minded executive.

Read the description at the right—then *use* the coupon for getting your free copy. No obligation, of course.

THE 1944 IOWA RADIO AUDIENCE SURVEY

Compiled from interviews and questionnaires among Iowa families in all 99 counties, according to accepted sampling methods.

Made by Dr. Forest L. Whan, University of Wichita, and his staff.

Tells the size, location and character of every Iowa station's audience within the State.

Gives ratio of listenership between favorite stations and "heard regularly" stations.

Provides all sorts of breakdowns on practically every phase of listenership, station preference and program preference—by age, sex, place of residence (urban, village, farm).

Gives new information on kinds of programs various audiences want, but which are now unavailable.

Furnishes more facts about the Iowa radio situation, more information about Iowa listeners, more food for advertisers' thought than any Survey you have ever seen for this sales territory.

FREE! - USE THIS COUPON

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City .....State.....

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, *President* — J. O. Maland, *Manager*

FREE & PETERS, Inc. . . . . National Representatives

Pierce, Italian Navy Capturer, Conquers Radio Luxembourg

THE FABULOUS Morrie Pierce has done it again.

Last year Mr. Pierce, on leave as chief engineer of WGAR Cleveland and now chief engineer for the Psychological Warfare Branch, OWI, in Europe, expedited the surrender of the Italian fleet by retuning and modifying a transmitter from 1100 kc to the international distress signal of 500 kc.

Last week, it was revealed, Mr. Pierce pulled off a neat bit of military strategy to capture intact the second most powerful station in Europe, Radio Luxembourg, enabling the OWI to immediately use the big 150 kw transmitter in support of the advancing Allied armies.

MR. PIERCE

Taken Undamaged

Alert to the propaganda value of the station, which can be heard throughout Germany, Mr. Pierce enlisted the cooperation of an armored division, obtained a convoy of tanks and surrounded the station to take it undamaged, according to a memorandum received by Edward W. Barrett, director of the OWI Overseas Branch. Morrie, said the memo, was "one of the very first Americans to cross the Luxembourg border".

A commendation from Col. C. R. Powell, assistant for psychological warfare for the 12th Army Group,

Cleveland Press

dated Sept. 15, forwarded to Mr. Barrett, declares:

"You are hereby commended for your very efficient, prompt and vigorous action in the capture of Radio Luxembourg and the location of the necessary facilities to enable the resumption of broadcasting within a few days. Your actions were in every respect in accordance with proper military procedure and your foresight in procuring adequate armed assistance . . . for the capture and protection of this very important station are highly commendable.

"While this has been your outstanding achievement, it is also desired to commend you for your loyal, earnest and efficient cooperation with the Publicity and Psychological Warfare Section, 12th Army Group in the preparation, modification, repair and employment of its electrical transmission apparatus".

News of Mr. Pierce's exploit was received with delight at the OWI Bureau of Communications Facilities, which has charge of radio engineering operations. One official of the Bureau praised Mr. Pierce for his "imagination" and "a conception of his job which goes far beyond his immediate duties as an engineer".

This official recalled that when Mr. Pierce worked 14 hours at a stretch on a fateful day in September of 1943, running measurements to modify a transmitter to send signals to the Italian fleet, he performed a technical study which was difficult but which a good engineer could have done if he were assigned the job. "But," the official pointed out, "Morrie *thought* of it".

Radio Luxembourg, according to Andre Wolff, Commissioner of Information for Luxembourg, Inter-Allied Information Center, New York, operated on a wavelength of 1304 meters before its capture by the Nazis and was owned by Compagnie Luxembourgeoise de Radio Diffusion under the supervision of the Luxembourg government. M. Gayet-Latour was administrator for the operating company which had 15 directors, eight of which were Luxembourgers and seven French.

The station operated on long wave only until it went off the air on Sept. 3, 1939 when Britain declared war on Germany, the government closing the transmitter to avoid giving Germany the slightest pretext for breaking its neutrality pact with the Duchy. It was feared the Nazis might have charged the station with propaganda broadcasting, financial control having rested largely in French hands and most of the advertising placed by the British and programs beamed to England.

When the Germans overran the Duchy, the station went back on the air, first under military command and subsequently under the German civilian administration. It is believed the Germans used the station frequently for jamming Allied propaganda broadcasts.

American military officials recently returned from Europe report that the station has been operating far below its maximum, the limited power production of the Duchy being required for transportation and other needs. The station transmitter site was originally at Junglinster, 18 kilometers from Luxembourg where the studios were located.

Exceeding Radio Luxembourg in power was the Soviet government station in Moscow whose transmitters were said to aggregate 500 kw.

Bristol Myers Talent

TALENT LINE-UP for the new Bristol-Myers program featuring Gracie Fields, and scheduled to start Nov. 14 on the Blue network Tuesday 9-9:30 p.m. includes Fred Brady, comedian, and Lou Bring and his orchestra. Show will be written by Larry Marks, Ben Friedman and Louis Quinn with Myron Dutton producing. Agency is Doherty, Clifford & Shenfield, New York.

CAMPBELL TO FILL MACFARLANE'S POST

C. M. CAMPBELL, advertising manager of the *Chicago Tribune*, will succeed to the broadcast duties of the late W. E. MacFarlane, business manager of the *Tribune* and vice-president of WGN, who died in Chicago Oct. 9.

Mr. Campbell, it was announced by Col. Robert R. McCormick, *Tribune* publisher, will be elected vice-president of WGN at a meeting of the station's directors sometime in November.

Chicago sources indicated that Mr. Campbell would be elected to Mr. MacFarlane's position on the board of directors of MBS within a week. Miller McClintock, MBS president, stated in New York that to his knowledge no meeting of the board for such action had been called.

Whether Mr. Campbell will succeed likewise to the chairmanship of the executive committee of MBS, a post also held by Mr. MacFarlane, will depend upon action of the board.

Completes Training

TERRENCE E. (Terry) BURKE, son of Harold C. Burke, general manager of WBAL Baltimore, has completed his basic training at Great Lakes, Ill., naval station, and is assigned to the Navy's radio-radar primary school at Michigan City, Ind., his father was advised last week. The 18-year-old youth is a seaman first class and a radio technician. He learned radio fundamentals at WBAL, where he was employed parttime.

S1/C Burke

Global Disc Plan Is Begun by NAB

Series Will Bring Home Town To Troops in Far Lands

AN ASSIGNMENT for the radio industry covering the entire globe was started today (Oct. 23) by the NAB at the request of Gen. Dwight Eisenhower. To bring the "home town" to troops scattered over the world, 180 half-hour programs are being prepared for transcriptions to be beamed over every Armed Forces Radio Service shortwave installation as well as over the American Forces Network operating in the European Theatre.

The program, titled *Let's Go to Town*, will try to build a "sense of presence, of being there" for men and women overseas in every theatre. Talent is all voluntary and James C. Petrillo, AFM president, has given clearance for musicians.

Approved by Board

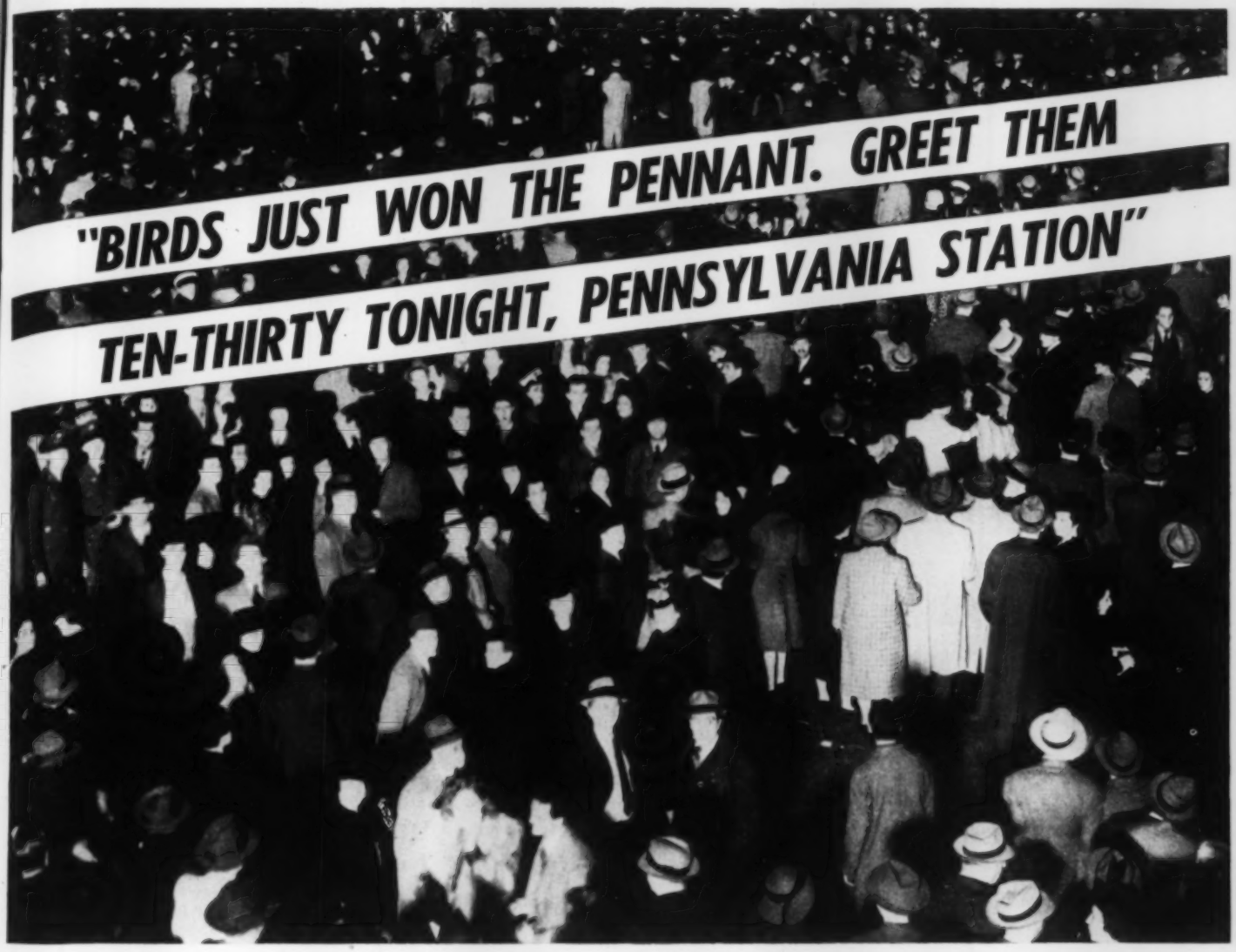
Gen. Eisenhower's request was given officially to the NAB Board of Directors at the Chicago War Conference through Maj. Austin Peterson, chief, program section, AFRS, and Maj. Albert M. Wharfield, overseas liaison officer, Radio Branch, Bureau of Public Relations, War Dept. Approval was unanimous. J. Harold Ryan, NAB president, named Arthur Stringer coordinator of the programs and asked district directors to designate broadcast officials within their districts to act as Task Force Commanders and to "assume responsibility . . . for the final production of the programs."

Specific city areas were selected as program origination points, partly on the basis of population. However each State has at least one program, and more are specified where the population is dense. One program will be sent out six days a week for approximately 31 weeks, or for a period of 180 broadcasts, thus covering every region in the United States. Shows will be recorded on aluminum base acetate discs supplied by the Army. Three copies will be required—one for the West Coast shortwave beam, one for the East Coast, and one for European Theatre. All material must clear the Army before it is recorded.

Mr. Stringer, as NAB coordinator, sent a kit to each Task Force Commander with suggestions, special formats, technical points, and other instructions.

Johnson Addresses REC

ARNO H. JOHNSON, head of media and research of J. Walter Thompson Co., New York, will discuss means for avoiding a postwar depression at the time of reconversion to a peace economy today (Oct. 23) at the luncheon meeting of the Radio Executives Club of New York.



News that brought 25,000 people to the railroad station!

That's all there was to it. "Birds just won the pennant. Greet them ten-thirty tonight, Pennsylvania Station." That's the flash that went on the air at 5:59 at the end of the baseball broadcast . . . a W-I-T-H exclusive. It was a message from Bill (Stick-with-those-Birds) Dyer. The station plugged it up until 10 p. m. No other medium announced it. They couldn't.

And 25,000 Baltimore people jammed the Pennsylvania Railroad Station to greet their own international league champions.

That's just another indication of W-I-T-H's pulling power. Proof that people *listen* to W-I-T-H. *Like* W-I-T-H. *Look* to W-I-T-H to keep them informed about Baltimore doings. Expect the *NEWS* from W-I-T-H.

You've read innumerable facts about the W-I-T-H sales performances . . . greatest results at lowest costs. But this baseball incident has such warmth and sincerity of people, we thought you might like to read about it too.

Yes . . . W-I-T-H, the independent, is "The people's voice in Baltimore." And it sells goods! Are *you* using W-I-T-H, the independent?

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Willoughby Is Named by FCC As Assistant Chief Engineer

Clure H. Owen Is Appointed Assistant Chief of Broadcast Division; Toeppen Resigns

JOHN A. WILLOUGHBY, with the FCC and its predecessor, the former Federal Radio Commission, since 1930 and as of August of this year acting chief of the Broadcast Division of the FCC Engineering Dept., has been appointed assistant chief engineer and chief of the Broadcast Division, it was announced by the Commission last week.

Mr. Owen

As acting chief he succeeded Phillip F. Siling, who resigned in August to become engineer in charge of the RCA Frequency Bureau. [BROADCASTING, Aug. 7]. From December 1941 Mr. Willoughby was assistant chief of the Broadcast Division, working under Mr. Siling, and he previously was senior radio engineer in the Division.

Owen Named

At the same time the Commission announced appointment of Clure H. Owen, a veteran of 14 years in Government radio service, as assistant chief of the Broadcast Division. Resignation of Manfred K. Toeppen as assistant chief engineer and chief of the Common Carrier Division of the Engineering Dept. also was announced. He plans to enter private engineering practice in New York.

Born in Florence, S. C. in 1893, Mr. Willinghby attended Clemson College, Clemson, S. C., and George Washington U., Washington, D. C., specializing in electrical engineering. In addition he also took special training in communications engineering at Harvard U. His early experience in radio work was obtained at the Bureau of Standards from 1916 to 1922, during which time he perfected several inventions, including the submarine loop antenna for transmission and reception of radio signals on the surface and submerged.

This device was installed on all U. S. submarines during the latter part of World War I. He was detailed in 1919 by the Bureau to the Post Office Dept. to head all experimentation, including development of an airplane signalling system to enable pilots to land under adverse weather conditions.

During 1923-24 he was employed by the Army Air Corps and was instrumental in the development of the interlocking "A" and "N" signal system now employed by Government airways throughout the country. He was associated with the Naval Research Laboratory, Bellevue, D. C., from 1924 through 1928 where he did work on high frequency and high power transmitters and had several patents issued on anti-fading systems.

Since 1941 chief of the Hearing Section, Broadcast Division, Mr. Owen formerly had served (1931-32) in the Radio Division, Commerce Dept., when that division was transfefred to the FRC, continuing with the Commission through his 1941 appointment. Mr. Owen was born in Aldrich, Mo. in 1904. He holds electrical engineering B.S. and M.S. degrees from the Georgia School of Technology and was at one time associated with Radio News Lab., New York, and Daven Radio Corp., Newark.

Mr. Toeppen joined the FCC in 1935 as principal engineer on the Special Investigation of AT&T. In 1937 he was named chief of the Communications Property Section and successively became assistant chief, acting chief and assistant chief engineer and chief of the Common Carrier Division. He is succeeded by Edward E. Hale, assistant chief of the Division, who will serve as acting chief.

MR. WILLOUGHBY

Edson to WBS

WESLEY EDSON, since Pearl Harbor in special public relations work for Grumman Aircraft Corp., Long Island, has joined World Broadcasting System as sales promotion and publicity manager. Mr. Edson had been associated with McGraw-Hill Publishing Co. and other publishers, with Patterson Andress, Ruthrauff & Ryan and his own advertising agency, before joining Grumman at the outset of the war.

Bob Hope at Top For Mid-October

McCarthy, Winchell, Benny Follow in Hooper Data

BOB HOPE leads the list of "First 15" programs in the Oct. 15 report on the evening network ratings released by C. E. Hooper Inc., New York. Charlie McCarthy, in second place, is followed by Walter Winchell, Jack Benny and Joan Davis respectively. The list continues with Screen Guild Players, sixth, followed by Radio Theatre, Kay Kayser (first half-hour) Eddie Cantor, Take It or Leave It, Your Hit Parade, Bandwagon, Dr. Christian, Mr. and Mrs. North, Frank Morgan.

Average evening rating is 8.4, up 0.9 from last report, down 1.2 from a year ago. Average evening sets-in-use of 27.7 is up 2.8 from last report and up 0.1 from a year ago. Average evening available audience is 76.9, up 1.2 from last report, down 0.8 from last year.

Sponsor Mention

Take It or Leave It has the highest sponsor identification with 82.2 giving the correct product, 2.6 giving the wrong identification, 15.2 unable to name a sponsor.

Sammy Kaye has the largest number of women listeners per listening set (1.76); Gabriel Heatter (Sunday), the largest number of men listeners (1.09) and Lone Ranger, the largest number of children (1.05).

Sammy Kaye also draws the greatest number of listeners of all ages and sexes with a total of 3.13, followed by Quiz Kids, in second place, with Guy Lombardo tying with Lone Ranger for third place. Album of Familiar Music, fourth, and Inner Sanctum, fifth.

May, Bond & Rothrock Firm Organized To Handle Radio Engineering Practice

FORMATION of the consulting radio engineering firm of May, Bond & Rothrock was announced last week, with offices to be established in Washington Nov. 1. Temporary offices are at 1040 National Press Building. (Phones: District 7362, Glebe 5880).

Mr. May

Partners in the firm are Russell P. May, for 19 years with RCA in Camden, New York and Washington; Clyde H. Bond, former Washington consulting engineer now in a foreign war theatre with the Army Air Forces, and Harold B. Rothrock, former engineering counsel for the Clear Channel Group, now with Bell Telephone Labs.

Mr. May, a native of Worcester, Mass., matriculated at Cooper Union and Columbia U. Following World War I, after service with the Navy Dept., Mr. May joined Bell Labs. in New York in 1919. In 1925 he joined RCA in New York at its technical and testing laboratories. In 1933 Mr. May was transferred to RCA transmitter sales, operating out of New York, as sales manager, and in 1940 came to Washington to handle RCA Government contract work.

Mr. Bond, a native of Medford, Ore., attended the U. of Washington and served several years as a commercial and broadcast operator. He was chief engineer of KOL Seattle, leaving in 1936 to join Glenn D. Gillett, Washington consulting engineer. In 1940 he joined RCA Mfg. Co., special appliances division, and the following year joined the consulting engineering firm of Ring & Clark, Washington.

Mr. Rothrock was born in Princeton, Ind. and is a graduate of Purdue (1935). He was with the radio engineering department of General Household Utilities Co. from 1935 until 1936 and served as engineering counsel for the Clear Channel Group until 1941. The following year he was with Ring & Clark, and on Jan. 1, 1943 joined the Bell Labs. staff.

Mr. Rothrock

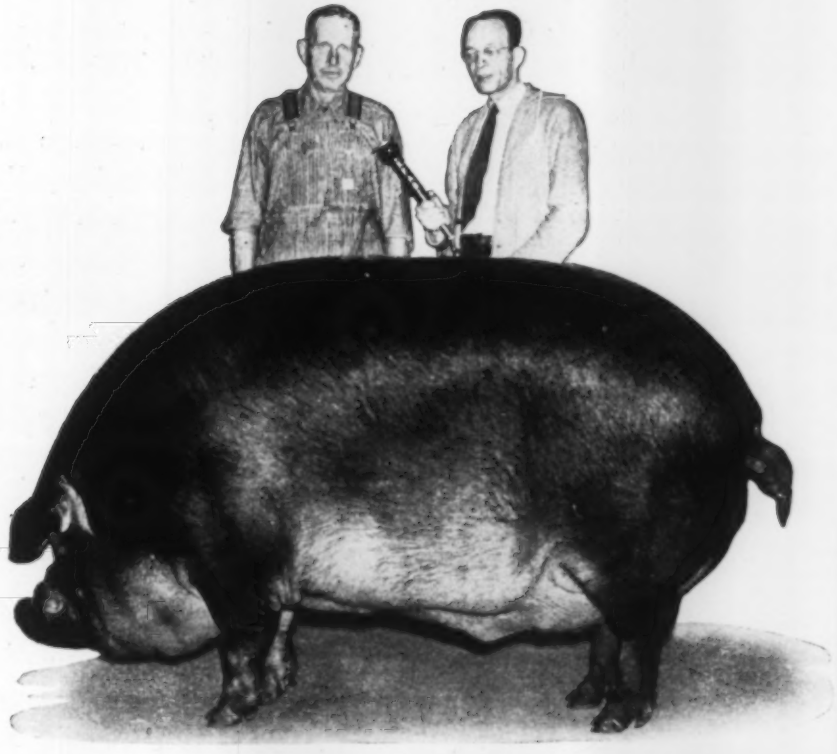
Mr. Bond

PROMOTION SESSION ARRANGED BY CBS

PROMOTION managers of CBS-owned stations will meet Oct. 26-27 at CBS headquarters in New York to correlate 1945 local and national promotion plans, with Dick Dorrance, director of promotion service for these outlets, as host.

On the first day station men will meet with Paul Hollister, CBS vice-president in charge of advertising and sales promotion; Thomas D. Conolly, CBS director of program promotion, and Charles Smith, supervisor of research of CBS-owned stations, and with the Radio Sales staff. The second day will be devoted to a roundtable discussion.

The stations will be represented by: Jules Dundes, WABC New York; Jonathan Snow, WBBM Chicago; William F. Carley, WBT Charlotte, N. C.; Sam H. Kaufman, WCCO Minneapolis-St. Paul; Guy C. Cunningham, WEEI Boston; Howard Stanley, WTOP Washington; and Ralph W. Taylor, KNX Los Angeles, all promotion managers; and by Wendell B. Campbell 2d., national sales manager and assistant station manager, KMOX St. Louis.



We Go "WHOLE HOG" on Pig Raising in the KFAB Area!

Here's 1200 pounds of solid pork that measures 10 feet long. This giant Duroc hog was raised by C. F. Waldo of DeWitt, Nebraska, who is shown being interviewed at the Nebraska State Fair by Bill Macdonald, KFAB's Farm Editor.

Farmers in the vast KFAB area take great pride in raising more and more fine livestock... not only hogs, but cattle and sheep as well. Livestock, along with sure-income crops, means plenty of "ready cash" to folks out here.

If there's something you'd like to tell these folks, you'll find most of them tuned to KFAB, THE BIG FARMER STATION.

Nebraska Ranks 6th in Hog Raising in the U. S.★

In 1943, Nebraska raised over 3 million hogs totalling over 97 million dollars. Nebraska is but a part of the vast KFAB area.

★*U. S. Livestock Report of January 1, 1944*

"The **BIG** *Farmer of the Central States"*

KFAB

LINCOLN, OMAHA

1110 KC-10,000 WATTS BASIC COLUMBIA

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY

WPB Radio & Radar Labor Committee Predicts Postwar Equipment Shortage

SHORTAGES in tubes, electronic condensors, loudspeakers and wire-wound resistors will continue after V-E Day, it was learned last week after a meeting of the WPB Radio & Radar Labor Advisory Committee, which filed recommendations as to labor shortages, equalization of production loads, and retention of certain WPB restrictions during reconversion in the industry.

Labor Bottleneck

Harold Sharpe, assistant director of the Radio & Radar Division in charge of manpower, and Government presiding officer at the labor advisory meeting, appointed a special task committee to investigate labor shortages in plants producing tubes, transformers and other radio and radar components.

Regarding postwar sets, Mr. Sharpe told the committee that no new models of receivers are expected to be produced in the first few months following the European war, and that what new sets are made will not reflect all the wartime improvements in radio equipment.

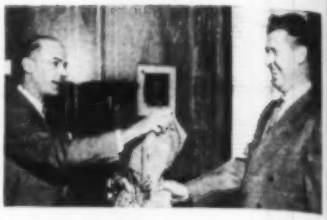
The labor advisory committee also recommended that the Army-Navy cutback procedure provide for a 30-day advance notice of labor layoffs, and that Army-Navy requirements after V-E Day be made available to the national labor organizations as soon as possible.

Hiland G. Batcheller, WPB operations vice-chairman who recently issued industry cutback plans [BROADCASTING, Oct. 9] told the committee he was confident that the radio and radar industry would cooperate in meeting military requirements and said he believed this could be accomplished despite the low labor supply and without interfering with other programs. Completion of war schedules, Mr. Batcheller said, will make possible earlier and quicker reconversion in the industry with minimum impact when the war slows up or contracts are terminated.

Pointing out that the electronics program is not yet up to requirements, Mr. Batcheller asked industry and labor to continue offering suggestions to WPB for completing the war program and planning for peacetime production. The week before, WPB chairman J. A. Krug stated at a news conference that the radio and radar production program, despite exertion of industry, was lagging. Louis J. Chatten, new director of the Radio & Radar division [BROADCASTING, Oct. 2] revealed that production is 4% above August, but is still 13% behind the military requirements. Due to lack of labor, manufacturers anticipate difficulties in supplying sufficient receiver tubes during the balance of 1944, Mr. Chatten told the committee meeting, adding that on V-E Day electronic requirements will be far higher than those of most industries.

One reason which was given for this is that many plants now making electronic equipment will return to manufacturing their peacetime products. Current requirements for the next nine months will necessitate the operation of electronic plants at 94% of their estimated capacity, WPB officials told the meeting.

Members of the Radio & Radar Division's Labor Advisory Committee are: Neil Brant, Frances Sayler, Washington, Ernest De Maio, Irving Krane, Chicago, Elmer Glaser, Detroit, John Kielman, Camden, William Mastriani, Schenectady, Al Stern, New York, all members of the United Electrical, Radio & Machine Workers of America (CIO); and J. J. McCurry, James Preston, Washington, of the International Brotherhood of Electrical Workers (AFL).



OFFICIAL OVERALL welcome from Harry Kopf (l), NBC Central Division vice-president, handing overalls to George Rogers, NBC air-conditioning engineer and the first NBC Chicago serviceman to be honorably discharged from the Navy who returned to his old job.

JOSEPH HERSHEY McGILLVRA Inc.

Announces the appointment of

JACK STEWART

as

Chicago Manager

with new offices in

The Pure Oil Bldg.

35 Wacker Drive

Interference, Noise Cut By RCA's New FM Set

NEW ADVANCE in FM receivers which makes possible a high degree of freedom from noise and from interference from other stations was described by its inventor, George L. Beers of RCA, at a technical session of the First National Electronics Conference in Chicago.

The new development, designated as a "frequency-dividing locked-in oscillator FM receiving system", represents a new approach to the problem of obtaining adequate adjacent channel selectivity, Mr. Beers pointed out. Selectivity improvement has been increased by designing the oscillator to lock-in only with the frequency variations occurring within the desired channel.

KEYSTONE Broadcasting System has added WFIN Findlay, O. and WAJR Morgantown, W. Va. to its list of affiliates.

Tops in New York Among All Evening Independents

COURTNEY conscious New York comprises the largest metropolitan evening audience listening to any New York Independent station between the Hooper hours of 7:30 and 10:00 p.m. Alan Courtney's fast moving, recorded "1280 Club" show delivers the largest average audience at the lowest cost per listener during the two and a half hour period when most sets are in operation. The Big Town's popular disc jockey has a listener appeal that spells sales opportunity . . . an appeal that has resulted in a 25% audience increase for the first six months of 1944 over the same period in '43. A very few participating periods are still available, three or six nights a week.

Ralph N. Weil, General Manager • Joseph Hershey McGillvra, Natl. Rep.

WOV
New York
THE KEY TO TWO MARKETS

...via WMAQ

Music, the finest obtainable—broadcast from coast-to-coast and around the world by short wave over the National Broadcasting Company network—comes to Chicago's millions via WMAQ.

Music of every variety . . . classical, semi-classical, light music and dance music . . . it's all heard over WMAQ. Every American is a lover of some form of music. It's an important ingredient for a happy, well-balanced life. That's why WMAQ devotes over 34% of its broadcast hours to this entertaining, pleasing type of radio show.

To music belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This fact is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions and that increased sales and profits are the result.

In Chicago it's WMAQ.

WMAQ
CHICAGO

America's No. 1 Network

A Service of Radio Corporation of America

NBC's key midwest station
670 on your dial—50,000 watts

NEW NAVY STUDIOS AT PEARL HARBOR

THE NAVY'S new studios at Pearl Harbor have been completed and are now in operation, according to an announcement from the Navy last week. Studios are in a Quonset hut, and can be used not only for broadcasting news programs, but also for editing, censoring and broadcasting combat recordings made at the front.

First war correspondent to use the Navy facilities was Webley Edwards, CBS, who originated his *World News Today* program from there Friday, Oct. 6. John Cooper, NBC, followed Edwards with *World News Roundup*. Network correspondents had to go about ten miles from Pearl Harbor to broadcast before these studios were built at headquarters.

Officer in charge of planning and building the Pearl Harbor station and the one being constructed at Guam is Lt. Comdr. J. Harrison Hartley, USNR, officer in charge of the radio section, Navy public relations. Assisting him are Lt. James Shattuck, USNR, Lt. Marvin F. Royston, USNR, and Radio Technician First Class Charles K. Christmon.

New Admiral Radio

FOR POSTWAR sale Admiral Corp., Chicago, has perfected an eight-in-one combination television-radio-phonograph which will be demonstrated for the first time Nov. 2 at a national distributor meeting in the Blackstone Hotel in Chicago. Set, which has been in use in the laboratory, combines television on 5½ x 8-inch screen; standard, FM, and shortwave reception; phonograph with automatic changer and home recorder in approximately standard radio-phonograph cabinet size. Initial retail price will be about $625 to $1,000.

Mexico Fetes Royal

A PLEA for free radio and freedom to listen was voiced by John F. Royal, NBC vice-president in charge of international affairs, in a talk delivered Oct. 15 at a luncheon given by the National Radio Conference in Mexico City. Mr. Royal, who was guest of honor, paid tribute to Emilio Azcarraga, owner of XEW Mexico City, as "one of the outstanding radio personalities in the Western Hemisphere, if not in the world."

Gallup on Blue

DR. GEORGE GALLUP will discuss the political trends as disclosed in his Gallup Poll in a pre-election series, *Gallup Looks at the Election*, on the Blue network, broadcast 7-7:15 p.m., Oct. 21 and 28, and 11:30-11:45 p.m. Nov. 6, election eve. Dr. Gallup and members of his staff will join the Blue newsmen and commentators on election night in reporting and analyzing the returns.

'Satevpost' Extends

CURTIS Publishing Co., Philadelphia, this month and next extends until June 29, 1945 contracts for its entire spot radio schedule on 65 stations for *Saturday Evening Post*. Agency is MacFarland Aveyard & Co., New York.

OFFERS...

POWER TO PENETRATE

The low frequency (1070 Kilocycles) puts the voice of WIBC within reach of more listeners in Indiana, Southern Illinois and Western Ohio than any other Indianapolis station.

POWER TO PLEASE

5,000 watts day and night on a clear channel provides a crystal clear signal.

POWER TO PRODUCE

New and powerful merchandising and promotion operations geared to each client's individual problems, produce highly effective results for advertisers.

Represented nationally by John Blair & Company

A **MUTUAL** STATION

1070 ★ ★ CLEAR CHANNEL ★ ★ 5000 WATTS

Purely PROGRAMS

HIGH SCHOOL students are invited to compete in *History Quiz*, syndicated half-hour script series, and win a full-tuition-free scholarship at one of the leading educational institutions in the area in which the program is heard. B Ellis Assoc., New York, producer of the series, pays the cost of the scholarship, guaranteed for one year, with renewals for the next three years based upon the student maintaining a "B" average. Each contestant receives war stamps for correct answers. On the 13th program previous winners compete for the college scholarship.

* * *

Floral Salutes

QUARTER-hour program of love songs and mood music by organ has been started by WLAC Nashville titled *To Have and to Hold*. Sponsored by Joy's, local florist, bouquets are awarded each week to couples celebrating anniversaries. Program is heard Saturday evening.

WNOX Veteran Aid

TO HELP alleviate the manpower shortage WNOX Knoxville has assigned a staff member to work with the WMC, the American Legion and VFW in helping ex-servicemen to locate jobs in the East Tennessee area. Representatives of the three organizations speak over WNOX explaining Government assistance to veterans.

* * *

Farm Forum

FIFTH ANNUAL series of *Farm Radio Forum* programs on the Canadian Broadcasting Corp. national network starts Oct. 30 on *Building Communities for the World of Today*. Series will deal with land productivity and soil conservation.

WAC Show

NEW show in behalf of WAC recruiting titled *Touchdown Time* has been initiated by KDKA Pittsburgh, featuring Johnny Kirby, tenor and the "Touchdown Time Chorus" with football predictions by Al Abrams, Pittsburgh sports columnist. Program is written by Sgts. Philip Davis and Robert Shield. Sgt. Shield is a former KDKA production man, now writing and producing shows to stimulate WAC recruiting.

* * *

Letter Quotes

WEEKLY program of direct quotes from the letters of men fighting overseas is now featured by WSPD Toledo.

Air Service Show

THE Ogden Air Service Command's newest show, *None But the Purple Heart*, which is designed to pay tribute to the fighting men stationed at Bushnell General Hospital, Brigham City, who have been awarded the Purple Heart, is now aired by KDYL Salt Lake City. Show is written, produced and directed by military personnel of the Ogden Air Service Command under the direction of Lt. Paul Langford, OASC radio officer and former southern California broadcaster. T/S Ed Stoker directs the "Keep 'Em Flying" orchestra.

* * *

Indiana Plan

INDIANA recruiting headquarters radio section of the WAC is producing a range of radio programs instead of one level of programming in attempting to reach women 20 through 49 in the current recruiting campaign. First series is entirely musical, with recruiting carried as regular commercials. Swing-music angle is aimed at young group. Second series, to reach the 26 through 38 group, is a mixed program of current favorites while the last grouping features organ music and poetry.

* * *

Xmas Gifts

ANNUAL CAMPAIGN to obtain Christmas gifts for hospitalized servicemen, under auspices of the American Red Cross, was started two weeks ago on WOR New York in a series of five-weekly 45-minute programs titled *Showers for Servicemen*. Bessie Beatty, program m.c. who inaugurated the program last year, is making a series of personal appearance broadcasts in nearby communities, with price of admission to broadcast being a Christmas gift.

* * *

Mother and Baby

MOTHERS and their newly born babies are honored in *Your Blessed Eventer*, six-weekly two-hour program of recorded music heard on WBYN Brooklyn. Arrangements have been made with florists and with dealers in baby products and other appropriate gifts to offer presents and a "First Day Out" corsage to each new mother.

* * *

Surprise Records

REMOTE pickups from neighborhood farms, transcribed during surprize visits by Deacon Doubleday and the WBL Syracuse mobile unit, are featured on the station's early morning farm program. Interviews and comment are featured on the broadcasts, with the natural background of farm noises and sounds.

* * *

High School Sports

HIGH SCHOOL sports news from all parts of New Jersey is featured in interviews with leading coaches, sportsmen, sports editors and commentators on WAAT Newark. *Sports Corner* started Oct. 15 and highlights latest sports scores.

* * *

Varsity News

NEW PROGRAM for collegiate and high school listeners on CJBC Toronto, is *High School Highlights* aired thrice-weekly at 6 p.m., with high school pupils giving the latest high school news.

A Readymade Market

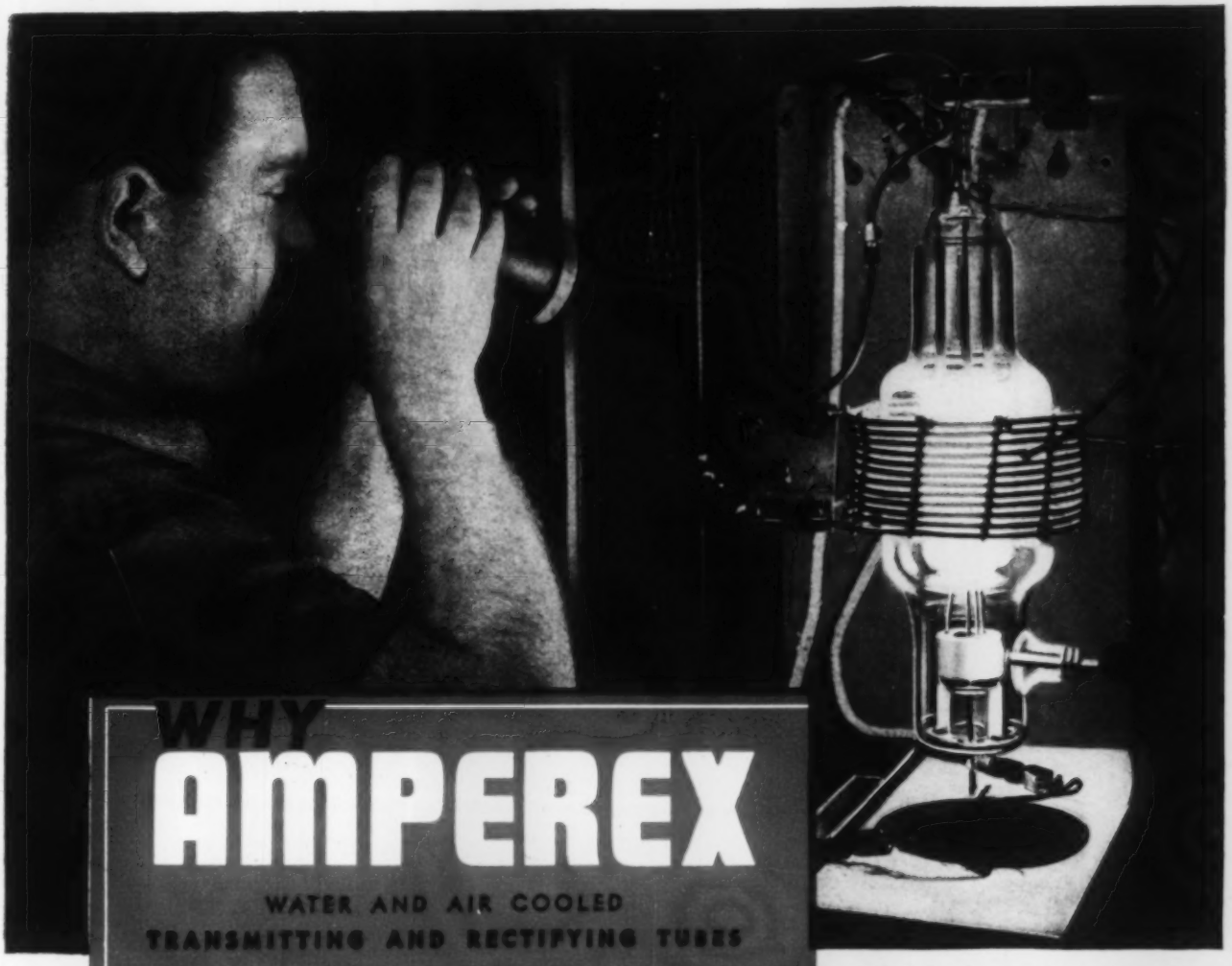
Cut Out ESPECIALLY for YOU

WLAW

680 KC - 5000 WATTS - LAWRENCE, MASSACHUSETTS

DATA and COVERAGE MAPS SENT ON REQUEST

Pepresentatives: KATZ AGENCY—N. Y., Detroit, Chicago, Atlanta, Dallas, Kansas City, Los Angeles, San Franci.co



Studying temperature of anode (attained during bombardment schedule) through a pyrometer

WHY AMPEREX

WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Pioneering is another "AMPEREXTRA" which has contributed much to the excellence of the more than 100 different types of transmitting and rectifying tubes developed by AMPEREX. For instance, it was AMPEREX engineers who were first to incorporate specially processed graphite anodes in many of our exclusive designs. One superiority of our graphite anodes is reflected in lower average operating temperatures, more uniform temperature distribution, freedom from warping in processing and operation, absence of change in characteristics with time, and a higher initial vacuum which keeps tubes harder and assures longer life. If you are designing new equipment, or plan to improve existing facilities, talk to an AMPEREX engineer.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET . . . . . BROOKLYN 1, N. Y.

Export Division: 13 E. 40th St., New York 16, N. Y., Cables: "Arlab"

GOOD TO THE LAST DROP ON THE BATTLEFIELD . . . DONATE A PINT OF YOUR BLOOD TO THE RED CROSS

WCMI . . .

. . . is proud of the fact that they can make your "advertising dollars" do a three-fold duty in the Tri-State area — Ashland, Kentucky, Huntington, West Virginia and Ironton, Ohio.

• WCMI will carry your message straight to the primary section of this top industrial market.

• There are 228,500 people living within WCMI's primary coverage.

NUNN STATIONS
WCMI
Ashland, Ky.
Huntington, W. Va.
WLAP
Lexington, Ky.
WBIR
Knoxville, Tenn.
KFDA
Amarillo, Texas

A pleasure to furnish data.

WCMI
A NUNN STATION
L. D. Newman, Mgr.
Ashland, Kentucky.

STUDIOS—ASHLAND, KENTUCKY HUNTINGTON, W. VA.

— MUTUAL AFFILIATE —

REPRESENTED BY THE JOHN E. PEARSON CO.

AUSTRIAN FORESEES CINEMA TELEVISION

A CHAIN of television theatres seeking home video personalities as fast as they are developed, and paying them enough to make it worth their while to perform for theatre audiences, rather than for the home audience, is not impossible to visualize, Ralph B. Austrian, executive vice-president of RKO Television Corp., New York, said in an address at the semi-annual technical conference of the Society of Motion Picture Engineers in New York on Oct. 16.

As in previous talks, Mr. Austrian stated that television must not be thought of as the exclusive instrument of the broadcasting industry. "It is too big and too international in scope to be controlled by group interests," he said.

H. S. Osborne, chief engineer of AT&T New York, and D. W. Epstein of the RCA Labs., Princeton, also addressed the group.

Speaking on "Coaxial Cables and Television Transmission", Mr. Osborne said that AT&T has a "transmission system suitable for transmitting the video signals in networks throughout the country."

Mr. Osborne said the Bell System in a few years intends to have a "very considerable network of coaxial cable plant suitable for television transmission and supplemented by microwave repeater radio relay systems."

Chicago Bus Series

CHICAGO MOTOR COACH Co. new half-hour dramatic show, *Park Playhouse* has started on WGN Monday night. Play themes will concern benefits derived by Chicagoans from their park system. Contract for 13 weeks was placed by Buchanan & Co., Chicago.

FM SURVEY RESULTS
GE Finds Listeners Want to See Stations First

MANY postwar potential FM receiver customers are awaiting the appearance of FM stations in their localities before making the decision of whether they will buy FM or standard sets, according to General Electric's recent survey of radio dealers and GE stockholders as to the popularity of FM sets which was completed last week.

Of the questionnaires sent out, 16,635 stockholders and 1,538 dealers returned the card to H. A. Crossland, GE manager of sales, receiver division, with 26.9% of the total reporting they would buy a new set. Replies also showed that 80% knew about FM and that one out of ten had already bought an FM set.

Another phase of the survey disclosed that about 15% of all radios owned by those replying were out of order because of tubes and parts shortages. The replies also revealed a change in the selection of models with 38.9% owning table sets, while 13.5% said they had floor radio-phonograph combinations. In giving preferences for postwar sets, however, table sets were listed first by only 22.2%, with floor radio-phonograph combinations demanded by 33.8% of the respondents. Almost 85% of those replying said they planned to buy a portable radio after the war.

LOCAL AND STATE news is featured in a new daily broadcast on WDRC and WDRC-FM Hartford, originating in the newsroom of the *Hartford Courant*, America's oldest newspaper. Participating in first broadcast were (l to r): Maurice S. Sherman, editor and publisher of the *Courant;* Harvey Alson, WDRC chief announcer who does the newscasts; Franklin M. Doolittle, president of WDRC. Newspaper staffers, coached in radio writing, prepare the copy for airings (6:05-6:15 p.m.) daily except Sunday. News series was announced in page 1 story of the *Sunday Courant*, Oct. 1.

Goodyear Replaces

GOODYEAR Tire & Rubber Co., Akron, Nov. 14 discontinues *Melody Roundup With Andy Devine* on 57 NBC stations Sat. 11:30-12 noon, and the following week starts *Roy Rogers Show*, featuring the Republic Pictures' cow-boy star, on a large MBS network, Tues. 8:30-9 p.m. Aside from *Sons of Pioneers*, singing group heard on NBC, talent line-up will be new. Agency is Young & Rubicam, New York, for Goodyear heels and soles.

Rice's Resumes Spots

RICE'S BAKERY, Baltimore, is resuming its semi-annual promotion of Rice's Bread, using an average of 20 transcriptions weekly for two months on some stations, while continuing year-round schedule on others. List includes WMAL WRC WDEL WCAO WITH. Agency is William A. Schautz, New York.

ADVERTISING FEDERATION of America, New York, has issued a cumulative supplement to its bibliography "Books for the Advertising Man", published in 1942.

Governor Gabber

GOVERNOR Herbert O. O'Connor of Maryland turned sportscaster in the eighth inning of the fifth game of the Little World Series in Baltimore when Bill Dyer, sportscaster for Gunther Brewing Co., sponsor of the series between the Orioles and Louisville Kentucky Colonels, turned the mike over to the Governor. According to listeners to WITH Baltimore, which carried the program, the Governor called all the plays correctly. He was a ballplayer himself in his undergraduate days.

Combinations that C-L-I-C-K

The team of Edgar Bergen and Charlie McCarthy is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the Saint Louis market, is the combination of KSD-NBC-AP

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet • KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire • KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD NBC AP

KSD

ST. LOUIS · 550 KC

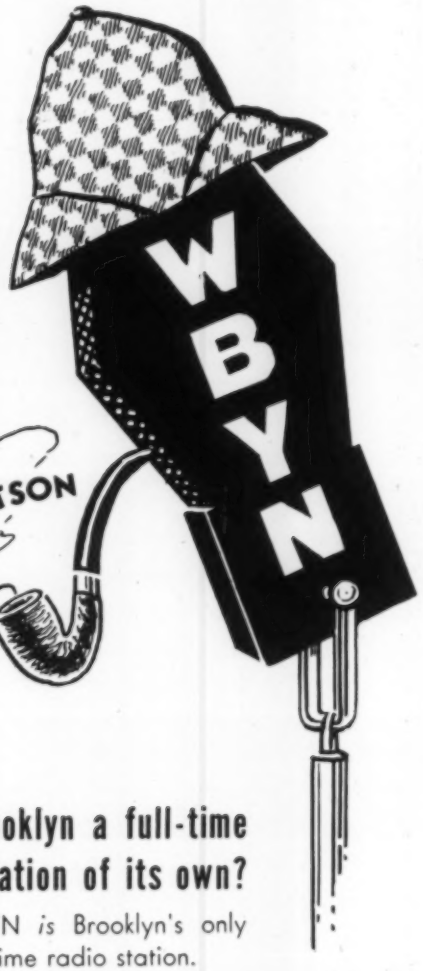
Owned and Operated by
THE ST. LOUIS POST-DISPATCH

Nationally Represented by
FREE & PETERS, Inc.

YOU WON'T GET LOST IN BROOKLYN...

IF YOU KNOW THIS.

IT'S ELEMENTARY, MY DEAR WATSON



Is there ONE station that reaches all the family in Brooklyn?

WBYN lives in Brooklyn—it *is* Brooklyn. Sponsors have learned this . . . the renewal of their contracts certify to this.

How does Brooklyn's population compare with other cities?

Bigger than Philadelphia, Los Angeles, Detroit, Boston. A population of 3,000,000 deserves *individual* coverage.

What makes this Brooklyn Station known to millions?

WBYN supplements its minute programming of News, Racing Results, Music and features with ads in the N. Y. dailies.

Has Brooklyn a full-time radio station of its own?

WBYN *is* Brooklyn's only *full* time radio station.

Is it expensive to cover Brooklyn this thorough way?

Send for our latest brochure . . . you'll be surprised at the coverage per dollar.

•

For Availabilities: Write to WILLIAM NORINS, General Manager, Station WBYN, 1 Nevins St., Brooklyn, N. Y.

THE MINUTE STATION

WBYN

1430 ON YOUR DIAL

OUTLETS APPOINTED BY WESTINGHOUSE

WESTINGHOUSE Electric & Mfg. Co. announced appointment last week of 97 distributors to handle new postwar Westinghouse receiver sets throughout the U. S. and in Hawaii. Appointments were made by Harold B. Donley, manager of the Westinghouse Radio Receiver Division. All distributorships, except in the New York metropolitan area are exclusive, while retail franchises will be non-exclusive.

Mr. Donley

Of the 97 distributors in the U. S., 80 are Westinghouse Electric & Supply Co. Other distributors are:

Times Appliance Co., New York; Buffalo Electric Co., Buffalo; Kempf Bros., Utica, New York; Penn Electrical Engineering Co., Scranton; Service Appliance Co., Bristol, Va.; Superior-Sterling Co., Bluefield, W. Va.; Southern Furniture Sales Co., Knoxville, Tenn. (also serving Chattanooga area); Danforth Co., Pittsburgh (will serve Allegheny County); The Moock Electric Supply Co., Akron, Canton, and Youngstown, O.; Tafel Electric & Supply Co., Louisville; McCaffery Co., South Bend, Ind.; Zork Hardware Co., El Paso, Texas; Electric Appliance Co., Joplin, Mo.; Continental Electric Co., Kansas City; Fones Bros. Hardware Co., Little Rock; Hawaiian Electric Co., Honolulu.

In making the appointments of the distributors, Mr. Donley pointed out that the Office of Consumer Requirements has indicated through a recent survey that 15% of the nation's 46,000,000 sets were forced out of operation during the war and that 50% of those sets still in use are five or more years old.

Westinghouse will produce sets for television, standard-band, short-wave and FM reception, Mr. Donley revealed, and they will be provided in a variety of models suitable for any part of the home or office. Introduction of these sets marks the return of Westinghouse to the home receiver field after an absence of 16 years, throughout which the company has been busy with electronics research, broadcasting development, and military work, Mr. Donley said.

Tide Water Adds

TIDE WATER Associated Oil Co., New York, is sponsoring play-by-play descriptions of all games of the Boston Yankees professional team on WCOP Boston every Sunday, as part of its schedule of eastern football events on WMCA WINS WHN [BROADCASTING, Oct. 2, 16]. WHN schedule includes quarter-hour *Warm Up Time* and *Sports Extra* programs before and after New York Giants professional games on Sunday and a five-minute review of all Sunday pro games, in addition to Friday and Saturday quarter-hour predictions and reports on college games. Agency is Lennen & Mitchell, New York.

Pure Oil Adds

PURE OIL Co., Chicago, on Oct. 23 adds spot announcements on the following stations for two and four-week periods: WHKY WMVA WSTP WMFD WGTM WFTC WSJS WCNC WRRF WOLS WCHV WGTC WBTM WFVA. Agency is Leo Burnett Co., Chicago.

...and so do thousands of Bostonians who have made WORL their favorite station

WORL

BOSTON, MASS.

British RMA Predicts Big Postwar Set Demand

BRITISH belief that postwar sets will incorporate technical advances is encouraging people in England to retain their old sets and not purchase the Government's "People's Radio", according to the British Radio Equipment Manufacturers' Assn. which predicts some 3,000,000 British homes will require radio equipment after the war. The Association points out that not all this 3,000,000 demand can be satisfied at once, and therefore issues a warning that all who hope to find radio equipment available in three or four months after the war will be disappointed.

Sale of the Government's so-called "People's Radio" has lagged somewhat, due to the desire for "wartime gadgets" on postwar sets, and not because of any inherent defectiveness in its construction or operation.

IN TRIBUTE to Merle Jones who recently left KMOX St. Louis to become general manager of WOL Washington, D. C., a farewell party was given in St. Louis by his colleagues prior to his departure for the Capital. Shown in this group are (l to r): Wendell Campbell, assistant manager, KMOX; H. Leslie Atlass, vice-president in charge of central division and general manager, WBBM Chicago; Jack Van Volkenburg, assistant manager, WBBM; Mr. Jones; Arthur Casey, KMOX publicity director.

A NEW book, *I Knew the Voice of Experience* by Dr. Carroll Atkinson, has been published by Meador Publishing Co., Boston [$1]. The book is Dr. Atkinson's 14th on such varied subjects as race rioting in Detroit, and radio programs in schools.

QUINCY HOWE, CBS news analyst, will write a book, tentatively titled *A Short History of the Modern World: A Contemporary Story of the Twentieth Century through* 1945, due to be published by Simon & Schuster, 1946.

WOOTEN SELLS 25% INTEREST IN WHBQ

IN COMPLIANCE with the FCC's "duopoly" regulation, Hoyt B. Wooten, president and owner of WREC Memphis, last week notified the FCC of sale of his 25% interest in WHBQ Memphis, to Mrs. Emily P. Alburty, wife of E. A. (Bob) Alburty, WHBQ general manager. The price was $30,000.

With the transaction, Mrs. Stella H. Thompson, widow of Thomas Thompson, WHBQ founder, was elected president of WHBQ Inc., and costinues to hold 50% interest. S. D. Wooten Jr., chief engineer of WREC, and brother of Hoyt, retains his 25% interest and was elected vice-president. Mrs. Alburty was elected secretary-treasurer. Although S. D. Wooten is employed at WREC, he was not obliged to sell his WHBQ stock, as he is not a stockholder in the station.

WHBQ was founded in 1925, and operated as an independent station until last March, when it joined Mutual. Thereafter, it went on a 24-hour operating schedule.

Mr. Alburty, who continues as general manager, is a native of Pierce City, Mo., and came to Memphis in 1926 as a free-lance announcer. He succeeded to the general managership in 1931.

Lorillard Times Slated For New CBS, NBC Series

HAROLD LLYOD, film comedian, said to be one of the last of the top movie stars to hold out against radio contracts, will be the regular featured star of P. Lorillard Co.'s *The Comedy Theatre*, starting Oct. 29 on NBC, Sunday 10:30-11 p.m. Serving as director as well as actor, Mr. Lloyd will stage radio adaptations of stage and film farces, beginning with Preston Sturges' "Palm Beach Story."

Which is Which, second of Lorillard's two new shows (BROADCASTING, Sept. 18) starts Oct. 25 in the new time secured on the fulf CBS network, — Wednesday 9:30-10 p.m. Ken Murray, night club entertainer and mimic will m.c. the show, challenging the studio and radio audience to decide whether the voices of prominent personalities coming from behind a screen belong to the original or to an imitator. Kate Smith, Frank Morgan, Walter Winchell, Ted Lewis and Basil Rathbone will appear or be represented on the first show, which succeeds *Allan Jones*, off CBS Wednesday 8-8:30 p.m. *Comedy Theatre* replaces *Jackie Gleason-Les Tremayne*. Agency is Lennen & Mitchell, New York.

Canada Time Switch

RECONVERSION to standard time is understood to be under discussion by the Canadian government, according to Ottawa reports. Canada has been on wartime daylight saving time the year round since early in the war. The radio industry is keeping close watch on Ottawa developments on time reconversion.

GENE HURLEY, WNEW New York scriptwriter, has written a mystery-comedy book entitled *Have You Seen This Man?* [Bobbs-Merrill Co., New York $2.]

DIVERSIFIED FARMING

Farmers in this tri-state area of Louisiana, Texas and Arkansas long ago changed from one-crop production to a diversified program of farming. Mild climate and fertile soil assure a longer growing season and greater variety of crops. Though cotton is the No. 1 crop, peanuts, soy beans and alfalfa are produced in abundance. Such chemurgic industries as starch from sweet potatoes and plastics from sugarcane indicate future profitable possibilities for the farmer. To influence the buying habits of farmers in this prosperous market, sales-conscious advertisers choose powerful, 50,000-watt KWKH.

KWKH

CBS ★ 50,000 WATTS

A Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Branham Co.

WHY PORTLAND, OREGON PEOPLE *PREFER* KGW

● Mrs. Clinton Eastman and Mrs. R. J. McVittie, of the Girl Scout Council, are two of the volunteers who have been saluted on KGW's "Personality Hour". They are shown here talking over exciting plans for the summer day camps which the Girl Scouts sponsored so successfully this summer. The Salutes helped publicize the plans to the community.

●

KGW's Mel Bailey completing another Salute as Patsy Bauman, singer, and Abe Bercovitz and his "Personality Hour" orchestra wait the signal for special Salute music.

HERBERT A. TEMPLETON

...CHAIRMAN OF PORTLAND COUNCIL OF SOCIAL AGENCIES

SAYS... "The devoted labor of the volunteer is the essence of social agency work. Hundreds of Portland's finest citizens gives thousands of hours annually with no thought of reward or praise. The unique Salutes to volunteers on KGW's "Personality Hour" provide a fine gesture of appreciation and stimulate general community interest in the work of social agencies. It is typical of KGW's alert showmanship that this outstanding public service is combined with the entertainment appeal of the "Personality Hour" so that listener interest is assured.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

More LIGHTS per square foot than at any other spot in the world

More LISTENERS PER DOLLAR THAN ON ANY OTHER MEMPHIS STATION. THAT'S WHBQ's BONUS

MEMPHIS IS THE WORLD'S LARGEST MULE MARKET
"A great place to work"
"A great place to live"
MEMPHIS

SOUTH'S 24-Hour Station
WHBQ
Bob Alburty, General Manager
Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

Annual Cost of Master Video Stations Placed at $350,000

McLean, GE Executive, Says Hourly Expense Figures $117; Supplies Other Data to FCC

TECHNICAL operating costs of a master television station, 8 hours daily, seven days a week, were estimated at $350,000 annually or $117 per hour by James D. McLean, sales manager of television transmitting equipment, General Electric Co., Schenectady, who testified last Tuesday at the FCC allocation hearings as a witness for Television Broadcasters Assn. Total capital investment for a master station was estimated at $450,000 to $500,000.

His estimates for three types of stations—master, intermediate and satellite—were based on RTPB standards, although Mr. McLean told the Commission it is impossible to foretell postwar prices accurately because of labor and material costs, now unknown. His estimates did not embrace cost of grounds, buildings, antenna tower and talent.

Mr. McLean described a master station as one with extensive studio facilities, high power transmitting equipment and a complete staff capable of originating a wide variety of both live talent and film programs. An intermediate station has small studio facilities for live talent programs and relatively low powered visual and aural transmitters. It can originate both live talent and film programs but not to the extent of a master station.

A satellite he defined as a station equipped with low power transmitting equipment and no local facilities for originating live talent programs. It receives a majority of all of its programs from a television network. He divided satellites into three categories, unattended, attended and attended with film origination facilities. The latter could provide both network programs and film shows while the former two would provide service entirely from a network. Following are the complete statistics presented by Mr. McLean:

Master Station

Basic requirements: 2-5 studio camera channels; 2 motion picture channels; control room equipment; microphones and audio apparatus; studio lighting equipment; studio-to-transmitter link equipment; antenna system; monitoring equipment; 40 kw visual and 20 kw aural transmitters; total cost (exclusive of physical facilities) $250,000-$300,000; with physical facilities $450,000-$500,000.

Operating expenses: Maintenance (including spare and replacement tubes and parts) $25,000 power cost (285 kw per hour) $15,000; salaries (staff of 42 exclusive of talent but includes program, office, production personnel) $150,000; miscellaneous (including advertising, rentals, taxes, interest, insurance, legal expenses, etc.) $100,000; depreciation (capital investment of $300,000 for equipment only, depreciated over 5 years) $60,000; total annual expense $350,000; hourly cost for technical operation based on 8 hours daily, 365 days a year, $117.

Intermediate Station

Basic equipment requirements: 2 studio camera channels; 2 motion picture channels; control room equipment; microphones and audio equipment; studio lighting equipment; antenna system; monitoring equipment; 4 kw visual and 2 kw aural transmitters; estimated cost of equipment (exclusive of physical facilities), $140,000-$165,000; (physical facilities were estimated at $130,000-$200,000).

Operating costs, divided equally between live talent and film: maintenance $15,000; power (110-kw per hour) $8,000; salaries (staff of 36), $100,000; miscellaneous, $75,000; depreciation on capital investment of $165,000 over 5-year period, $33,000; total expense, $231,000; hourly cost $80.

Satellite Stations

Basic equipment—Unattended: 4 kw visual and 2 kw aural transmitters; relay pickup receiver and antenna; antenna system; monitoring equipment; cost, $48,000-$51,000.

Attended: Same as unattended satellite, but adding monoscope channel and audio channel; cost, $55,000-$58,000.

Attended: Same as unattended satellite same as attended satellite, but adding 16 mm film channel; cost, $66,000-$69,000.

Operating costs—Unattended: maintenance, $10,000; power (50 kw per hour), $5,000; salaries, none; miscellaneous, none; total, $15,000 annually.

Attended: Maintenance $10,000; power (50 kw per hour) $5,000; salaries $20,000 staff of 4); miscellaneous $10,000; depreciation, $11,600; total $56,600; hourly cost $20.

Attended with film facilities: Maintenance, $12,000; power (50 kw per hour), $5,000; salaries, $30,000 (staff of 6); miscellaneous, $18,000; depreciation, $13,800; total, $78,800; hourly cost, $27.

Drugs in Latin America

TWO DRUG houses are introducing their products via radio in Latin America through Irwin Vladimir & Co., New York. Davis & Lawrence Co., Dobbs Ferry, N. Y., for proprietary drugs and medicines, and Ozomulsion Co., New York, for Emulsified Cod Liver Oil. Schedule for the latter started two weeks ago includes one-minute transcriptions on some 20 stations and will be expanded shortly. Davis & Lawrence last week started on CMQ Havana a twice-weekly quarter-hour live musical program. Recording of each show is sent to New York for reprocessing and the pressings sent to Latin America for presentation by Davis & Lawrence on 25 outlets.

Blue Change

DOROTHY THOMPSON, columnist and commentator, in addition to her regular Sunday evening Blue program for Trimount Clothing Co., is now heard as m.c. of *Listen the Women* on th Blue, the same afternoon replacing Janet Flanner, who is to broadcast from Paris as commentator for the Blue and its New York outlet, WJZ.

BMI Signs L. A. Groups

UNDER contracts just concluded with the official performing rights societies of Argentina and Uruguay, Broadcast Music Inc. will exclusively license in the United States the performing rights of all works written or published by the members of these societies, BMI announced last week. Contracts with the two groups were negotiated separately. That with Sadaic, the Argentinian society, is a renewal of an existing contract; that with Agadu, the Uruguayan society, marks the beginning of a new relationship. In addition to these, BMI also licenses the music of Mexico, Cuba, Brazil and Chile.

FOR VALUABLE services in furnishing tree garden bouquets to hospitalized servicemen in Oklahoma City area, Mrs. Roy Taylor recently received the *Breakfast at Sardi's* Good Neighbor Orchid from Dr. John Abernethy, chamber of commerce toastmaster, at a public forum luncheon attended by oil operators, war workers, garden club members and staff members of KTOK Oklahoma City. As a result of Mrs. Taylor's activities, which began shortly after Pearl Harbor, more than 7,000 free bouquets have been distributed to hospitals, chapels and the USO at Oklahoma City.

Berger Named

ROBERT I. BERGER, former radio director of the Democratic National Committee and the Presidents Birthday Ball Committee, has resigned his post with the Overseas Branch, OWI, to devote his full time to activities in connection with the Roosevelt Presidential campaign. His resignation, it was learned, came coincident with that of Robert Sherwood, Deputy Director of OWI in charge of overseas activities, who resigned last month to assist the President in the campaign. Mr. Berger's precise duties were not disclosed.

S.A. Cosmetic Spots

MICHEL COSMETICS, New York, as part of a campaign for cosmetics in Latin America, is using one-minute live and transcribed spot announcements at varying intervals on a number of stations. Agency is Irving Vladimir & Co., New York.

5000 WATTS • DAY AND NIGHT
WJW
850
The Blue horizon in Northeastern Ohio, for advertisers with vision.
BASIC BLUE FOR CLEVELAND
Represented Nationally by HEADLEY-REED CO.

To Time-Buyers Who Want

FACTS ...not Fantasy!!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

PROGRAMS* (Nighttime—Mon. thru Sun.)	HOOPERATINGS Omaha** (WOW)	National*** (U. S. Urban)	PLUS Ratings of WOW
Bob Hope	44.6	33.0	11.6
Fibber McGee and Molly	48.1	32.9	15.2
Red Skelton	43.5	31.8	11.7
Abbott and Costello	31.4	22.9	8.5
Mr. District Attorney	33.2	22.7	10.5
Bing Crosby	30.7	22.5	8.2
Kay Kyser (10:00-10:30 PM E.S.T.)	30.4	21.6	8.8
Mr. and Mrs. North	22.5	14.6	7.9
Fitch Bandwagon	34.0	16.0	18.0
One Man's Family	23.0	15.7	7.3
People Are Funny	24.7	13.4	11.3
Million Dollar Band	21.5	11.9	9.6
Information Please	18.4	11.0	7.4
Date with Judy	22.0	11.2	10.8
Jimmy Fidler	18.5	8.9	9.6
(Daytime—Mon. thru Fri.)			
Right to Happiness	11.5	8.6	2.9
Ma Perkins	13.7	7.4	6.3
Light of the World	13.9	6.5	7.4
Road of Life	8.2	6.8	1.4
Today's Children	12.8	6.2	6.6
Guiding Light	16.0	6.1	9.9
(Daytime—Sunday)			
John Charles Thomas	11.1	9.0	2.1
Those We Love	13.6	7.7	5.9
World News Parade	12.9	7.7	5.2
NBC Symphony	6.7	5.1	1.6

* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.

** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.

***From the 1944 Mid-Winter Comprehensive Hooperatings. "U. S. Urban" Hooperatings based on interviews in 89 cities, a cross-section of all 412 U. S. cities over 25,000 population.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

SO WHAT?

There must be a reason. There IS —and it's a reason that's important to advertisers:

For 21 years Omaha listeners have *always* been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% of the MORNING audience;

49.0% of the AFTERNOON audience;

52.6% of the EVENING audience.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC • NBC • 5000 WATTS

Owner and Operator of

KODY NBC IN NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.

JOHN BLAIR & CO., REPRESENTATIVES

Powerful Popular
WCAO
The Voice of Baltimore
★ America's 6th City in Population.
★ Maryland's Oldest Broadcast Station.
★ Columbia Basic Outlet, Since 1927.
★ 5,000 Watts, 600 KC, Day and Night.
PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

OWI PACKET, WEEK NOV. 13

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 13. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NETWORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Don't Travel	X	--	--	--	--	--	--
Ceiling Prices	X	--	--	--	--	--	--
Merchant Marine Recruiting	X	--	--	--	--	--	--
Car Pooling	--	X	X	X	X	--	--
Hold Prices Down	--	X	X	X	X	--	--
Waves	--	--	X	--	X	--	--
Careless Talk	--	--	--	--	--	X	X

See OWI Schedule of War Messages 134 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

AMERICAN SERIES AHEAD IN CANADA

THREE AMERICAN programs lead the national evening program rating poll for October in Canada, Elliott-Haynes, Toronto, reports. *Edgar Bergen & Charlie McCarthy* leads the first 15 programs with a rating of 33.4, followed by *Radio Theatre*, 31.4 and *Album of Familiar Music*, 20.3. Leading Canadian is *Treasure Trail*, 19.4. Bing Crosby is in fifth place, followed by the Canadian program *L for Lankie, Words at War, Waltz Time, Aldrich Family, Big Town, Brewster Boy*, Canadian program *Fighting Navy, Reader's Digest, Star Theatre*, and Canadian program *Share the Wealth*. On the French-language evening programs, *Course au Tresor* is in first place with 34.5 followed by *Le Cafe Concert*, 30.3, *Secrets du Dr. Morhanges, Metropole* and *French Radio Theatre*.

VIDEO IN CAPITAL SOUGHT BY PHILCO

PHILCO Radio & Television Corp. has filed with the FCC an application for a new experimental television station on Channel 4 for the metropolitan area of Washington, D. C., to be located in Arlington County, Va. Proposed as part of the experimental Philadelphia-Washington television relay link granted by the Commission on Oct. 2 (BROADCASTING, Oct. 9), the new video outlet would also be used to explore the area of Washington and vicinity as a television service area.

Application pointed out that the investigation would be "original as no television transmitter has yet been put in operation as a terminal for a two-way experimental television relay link, or operated in the Washington, D. C. area." Employment of 3,000 w peak visual power and 3,000 w for aural, with A5 and special emission would make total estimated cost of the project $150,000. A portion of the 100 television receivers in the Philadelphia area distributed among the company's executives and engineers, are to be removed to the Washington area for the experimentation.

The Washington operation would be of a technical nature as program testing already has been conducted by Philco elsewhere. Materials for the outlet are to be obtained through the WPB directive of July 22 authorizing materials for developmental construction.

NBC Announcer Awards To Be Revealed Nov. 2

RESULTS of the 1944 H. P. Davis National Memorial Announcers' awards will be broadcast Nov. 2 in a special NBC program, with winners speaking from their respective stations. More than 20 stations have submitted entries for the competition, established in 1933 for announcers of NBC stations by Mrs. H. P. Davis, widow of "The Father of Broadcasting". Mrs. S. B. Rockewell will represent Mrs. Davis on the program. Frank E. Mullen, NBC vice-president and general manager, will speak and Patrick J. Kelly, NBC supervisor of announcers, will serve as m.c.

Board of judges, made up of NBC producers, include Cecil Underwood, Walter Bunker, Don Clark, Vic Hunter, Bob Seal and John Guedel. Competition is open to regular staff announcers of all NBC stations, which must submit the work of three entrants in a transcription recorded "off the air" without the contestants' knowledge. Sample must present at least three different types of air work. A national and a group winner will be chosen. National winner receives a Gold Medal and $300 in cash, each station group winner receives a signet ring, and each Honorable Mention winner a certificate.

HALL HONORS U. S. WARTIME LEADERS

AMONG the fifty notable public men of wartime whose bronze statues constitute a historical collection now on public exhibit at the Smithsonian Institute, Washington, D. C., are Charles E. Wilson, president of General Electric and former vice-chairman of WPB; Chester Bowles, administrator of the OPA and former partner in Benton & Bowles, advertising agency; Vannevar Bush, chairman of the Office of Scientific Research and Development; Elmer Davis, director of OWI and former CBS news commentator; Byron Price, director of censorship and previous director of the Washington Bureau of AP; Nelson A. Rockefeller, coordinator, CIAA; Ernie Pyle, war correspondent; Bob Hope, radio and movie comedian.

Made from life by Max Kalish, collection is titled "The Living Hall of Washington, 1944" and will be retained as part of the Smithsonian historical exhibits. Statues are two feet high. Selections were made by a private committee.

Nationwide Video Employment Aid

T. F. Joyce of RCA Predicts 30,000,000 Sets by 1955

A NATIONWIDE television system, at the service of America's political, business and labor leaders, can help the American people realize their hopes for employment and security after the war is over, according to Thomas F. Joyce, general manager of the radio, television and phonograph department of the RCA Victor Division.

Addressing the annual Boston Conference on Distribution, Oct. 17, Mr. Joyce said the immediate postwar development of television can, and will, contribute forcefully to a sound economic structure. "Most important," he said, "is television's potential power to stimulate the demand of all consumer goods, from farm and factory alike, and thereby to create more jobs."

May Double Personnel

If television is permitted to go ahead immediately after the war ends, he said, employment in the radio industry at the end of the third full production year will be approximately 600,000 as compared with the 300,000 prewar peak, an estimated increase in this industry alone of 300,000.

Assuming that television is given the "go-ahead" and that television production gets under way in 1945, Mr. Joyce predicted that three-fourths of America's families —30,000,000 people—will own video sets by the end of 1955. Estimating the average cost of the receiver to be $200, he declared this would represent a ten-year market for over six billion dollars worth of television receivers.

Wyler Watch Test

WYLER WATCH Co., New York, Oct. 7 started daily live announcements and co-sponsorship of *Metropolitan Program*, weekly half-hour on WEVD New York in a 52-week test campaign for Wyler Watches. Product, which has been advertised nationally in magazines, is receiving air promotion for the first time, according to Zlowe Co., New York, agency in charge.

"Mind if I turn on WFDF Flint?"

ALL

the six highest rated* daytime programs released in Chicago, by all stations, are on WBBM.

ALL DAY

the percent of listeners to WBBM daytime programs is 18% more than the second best station; 20% more than the third and fourth Chicago stations *combined.**

**C. E. Hooper, Mon. thru Fri. daytime, May, June, July 1944.*

If you're interested in daytime radio, WBBM *is a must in Chicago!*

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

BULGING BA

Baltimoreans Await An Oppr
With $419,000,000 Of Sa ng

"PUT-IT-IN-THE-BANK"—AN OLD BALTIMORE CUSTOM

Baltimore has always been a city of thrifty Savers. The "mutual saving bank" system in which the banks are owned solely by the depositors and operated entirely in their behalf, has been a Baltimore custom for over 100 years.

Since the beginning of 1940, *savings accounts* in Mutual Savings Banks, State Banks and Trust Companies have increased $89,029,000—to reach a present total of $372,448,000!

ALTIMORE BANKROLLS

Opportunity To Buy Your Product

Savings Accumulated Since 1940

SINCE JAN. 1, 1940 BALTIMOREANS HAVE SAVED:

"E" Bonds . . . $281,000,000

Savings Accounts . 89,029,000

Building Ass'ns. . . 39,533,000

TOTAL $419,384,000

Baltimoreans look toward "reconversion" with anticipation -- not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over *419,000,000 dollars* in savings *since 1940!*

Baltimore is a great and growing market -- and for 25 years its growth has outstripped other Eastern seaboard cities.

For today and tomorrow -- it's a great place to invest your advertising dollars. And, of course, Baltimore's great advertising medium is WBAL.

★ **BASIC NBC NETWORK** ★

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

'Narrowcasting'

AN INGENIOUS adaptation of the British system of broadcasting is proposed by *Muzak* Corp., using precious radio channels. Whereas the European system (which appears on its way out) involves payment of receiving set license fees to the Government to defray operating costs, the *Muzak* plan is for payment of a "subscription fee" of about 5 cents a day by the listener to the private company. The company, unnamed, plans nationwide service.

Instead of broadcasting by the American plan, as provided by law, the proposed new system in essence would be "narrowcasting"—available only to those paying the rental fee. It's a radio version of *PM*, New York tabloid which carries no advertising.

The plan was unfolded anew to the FCC during current general allocation hearings by Joseph L. Weiner, former OPA executive, and general counsel of *Muzak*, and Associated Music Publishers, its affiliate. Owner of the common stock of both companies is William B. Benton, extreme liberal, who with Chester Bowles, OPA administrator, set up the original Benton & Bowles advertising agency, which owes its success in large measure to radio.

Mr. Bowles plans to join the "narrowcasting" project when public duties permit. FCC Chairman James Lawrence Fly has a proposition from Mr. Benton which he can accept upon his contemplated retirement from the FCC after the elections next month. Robert M. Hutchins, president of the U. of Chicago, of which Mr. Benton is vice-president, has agreed to serve on the board of directors. Beardsley Ruml, the financial wizard and treasurer of R. H. Macy & Co., also is to serve on the board.

Muzak now supplies a sort of central-station quality juke-box service to hotels and restaurants. It functions on the Standard Oil Co. lease-partnership basis by contracting with local people for distribution. Presumably, it would follow this pattern for the "subscription radio" service.

Originally the plan called for a subscriber service by wire line, using the so-called "Squier" patents. Now it is admitted wired radio won't work. So *Muzak* wants three FM channels to provide three separate kinds of subscriber service in a metropolitan area—serious music, popular music and a fricassee of general news, educational and informational programs sans advertising.

Since FM channels can be allocated only on a skip-channel basis in the same area, it would mean blocking off six, rather than three channels, for the service. Only the paying subscriber would be able to listen; others would receive a shrill high-frequency heterodyne, or "pig squeal".

The project is anti-commercial radio. It disparages advertising. Beyond that, it is contrary to that provision of the law which calls for a "larger and more effective use" of radio facilities. And there is a serious question whether it isn't point-to-point communication in contravention of the law.

The plan contemplates preponderant use of recorded music, admittedly high quality, but available also on the home phonograph. Three separate stations would be needed for the integrated three-phase continuous service. FCC General Counsel Charles R. Denny shattererd that three-station illusion neatly in cross-examining Witness Weiner. He cited the FCC's duopoly regulation, which prohibits ownership, operation or even management of more than one station in the same market.

The men now associated with *Muzak* are important and successful. The people who may join the venture are imposing public figures. There is the anomaly of Messrs. Benton and Bowles, who made their fortunes in advertising, turning against that enterprise.

The project, even though it would entail a major operation on the law and the FCC rules, should not be taken too lightly by those who live by the American Plan of Radio.

Radio Man's Radio Man

A FEW DAYS ago Col. Ed Kirby returned from the European Theatre to resume his post as chief of the Radio Branch, Army Bureau of Public Relations. He had been abroad seven months. He wore the shoulder patch of SHAEF, flaming sword of Gen. Eisenhower's Supreme Command.

Radio's part in the war is well-documented. A quick review discloses that Ed Kirby participated practically in every phase. On his last assignment, he was there with the Army communications and public relations experts on the radio aspects of the French invasion (some call it the "radio invasion"). He was the radio officer for SHAEF and set up the Allied Forces Network operating wherever the Eisenhower troops moved, in collaboration with the BBC. He was with Col. David Sarnoff last spring in planning the communications facilities for handling the invasion traffic—greatest in world history—for press and radio. That epic won Col. Sarnoff the Legion of Merit. Ed Kirby had the expert counsel of Capt. Harry C. Butcher, former CBS vice-president and aide to Gen. Eisenhower.

It was in 1940 that the Secretary of War borrowed Ed Kirby from the NAB, where for two years he had been director of public relations. First he was radio adviser attached to the Office of the Secretary. After Pearl Harbor, he was commissioned lieutenant colonel. In May 1943, he was promoted to colonel.

In 1941 *Command Performance*, most popular of the programs overseas, made its bow; then *The Army Hour*; clearance of 20-30 network programs daily; liaison with advertising and producing agencies; accreditation of network and radio correspondents in the war theatres; introduction of the wire recorder for front-line war reporting, and finally setting up of the SHAEF Broadcasting Service, marking the first inter-allied network operation.

At the war's start, all broadcasters viewed the future with trepidation. There were whispers of military control of all radio; of block commandeering of time, and even of direct Government operation. Instead, there has evolved a teamwork and coordination that has forged radio into a potent weapon, physically and psychologically, and which gave radio on the home front great opportunity to demonstrate its depth, scope and impact.

No small measure of credit for this healthy state, which we are all too prone to take for granted, goes to Col. Ed Kirby—a radio man's radio man.

Our Respects To —

ISADORE JAMES WAGNER

THERE are radio listeners who profess that they'd like to commit mayhem on I. J. Wagner, he admits, but even those irate souls buy the products his spot announcements advertise.

He is vice-president of Olian Advertising Co., having recently opened the Chicago office of the St. Louis agency.

"Wag" as he is known to his friends, with good reason other than the mere abbreviation of his name, doesn't run for cover when letters of vituperation come in denouncing his spot commercials and demanding that they be taken off the air. "As a matter of fact," he says, "that's the first indication we generally get that the spots are clicking. Strangely enough practically every writer of a protesting letter quotes the spot verbatim in the protest, proving again the reminder value. Then, despite the complaints, the spots begin to translate reminder value in definitely increased sales."

Among the Wagnerian phrases are such additions to advertising-Americana as "Atlas Prager, Got It? Atlas Prager, GET it!" This one, delivered with a sort of falsetto on the "GET it!" popularized the name of beer to such an extent that many customers, kiddingly saying "Got it?" to a dealer, are answered with "GET it!" and Atlas Prager Beer is immediately trotted out.

In a Chicago movie house the scene on the screen showed a flyer dropping a package from a plane. In doing so he called out below: "Got it?" And from the audience came a concerted booming response, "GET it!"

Another Wagner reminder-phrase which took hold throughout the country is: "WHIZ-ZZZZ, best nickel candy there IS-ZZZZ". For repetition he used the gag, "Brother, you can say that again," and the announcer responds with, "Okay, I will! WHIZ-ZZZZ, best nickel candy there IS-ZZZZ."

With regard to this spot commercial, Wagner says "More than one mother has told me, 'My baby just started to talk and what do you suppose his first word was—not mama or papa, but . . . WHIZZZZ!' "

"Wag" was born in Chicago on April 9, 1899.

It was in 1919, after attending the U. of Chicago and serving in the Students Army Training Corps during World War I, that Wagner started his writing and advertising career. He was associate editor of the *American Artisan*, a hardware trade paper, then dealer advertising service manager for Mayer Brothers, a clothing manufacturer.

Later he joined the advertising department of the Chicago Mail Order Co. as catalogue copywriter and from there went to the agency handling that account, H. W. Kastor & Sons, Chicago. Following this he was a copywriter for a mail order advertising agency, Worth.

(*Continued on page 40*)

Put your finger on this 'PLUS' AUDIENCE

There are two things about WMFM that makes it a "must" for your fall schedule.

First: WMFM listeners represent a cross-section of the radio audience, that is, with one exception—they are more discriminating.

This family of listeners prefers WMFM's schedule of distinctive quality programs keyed to the wants and needs of its audience. This audience has proved to be receptive and eager for new and better things. It represents a fertile, lucrative market.

Second: WMFM listeners tend to stay tuned to WMFM. Because they prefer the technical and programming superiority of WMFM, they are difficult to reach through any other station or combination of stations.

When preparing your radio schedules . . . keep WMFM on your mind. It will prove to you why so many local and national advertisers have found it Wisconsin's prestige-building, sales-promoting station.

THE MILWAUKEE JOURNAL FM STATION

JOIN THE GROWING PARADE OF SATISFIED KFOR ADVERTISERS

ON KFOR YOU ARE IN GRAND COMPANY — SUCH ADVERTISERS AS COCA COLA PHILCO, SINCLAIR, BARBASOL, FORD

MUTUAL NETWORK ADVERTISERS USE KFOR 39 HOURS 55 MINUTES EVERY WEEK

BLUE NETWORK ADVERTISERS USE 166 HOURS 50 MINUTES EVERY WEEK

Represented by Edward Petry Co., Inc.

KFOR

"Nebraska's Capital City Station" LINCOLN Nebraska

Blue and Mutual Networks

Our Respects to

(Continued from page 38)

Duncan & Co., and then operated as a freelance advertising writer, serving agencies as well as advertisers. During this time he created, with cartoonist Art Helfant, a car card series for Wrigley's Spearmint, a take-off on testimonial advertising.

Then Wagner went into professional gag-writing. He wrote comedy commercials for Ben Bernie programs and gags for Benny Rubin and others, besides a vaudeville skit for Bebe Daniels and Ben Lyon.

In 1934 he joined Schwimer & Scott, producing an all-Negro amateur show, writing commercials, contacting accounts and later writing an interview employment program. At this agency his work brought him into the development of spot announcements, an activity which he continued when he joined Arthur Meyerhoff & Co. in 1938. "For a while they had me typed as the Spot-Announcement Kid", Wagner says, "and I ate, breathed and lived 'em. In fact I was beginning to see spots before my eyes."

Wagner ventures the confidential trade secret that most of his screwy commercials come to him at odd moments, most often when he is shaving with his electric razor. "There's something in its drone that lulls the conscious and brings out the subconscious," he remarked. Sometimes he gets ideas for spot commercials in his sleep, according to his very patient wife. She says at such times he wakes her and asks, "Darling, how does this phrase sound?" Putting up with that sort of thing, she jokingly complains, is not a part of her marriage contract.

The Wagners will celebrate their silver wedding anniversary next June, so Wag's nocturnal commercial-writing evidently hasn't been too disturbing to a happy marriage. Asked about his hobbies, Wagner said, "My wife and I have one principle hobby, our 13-year-old son, Kurt. He's considerable help with the spot announcements, incidentally, coming up with startling ideas at times. He's also a severe and succinct critic. Asking him his opinion after he had just attended one of our radio programs, brought the capsule criticism, "Well, Dad, I'll still take Superman." The Wagners are ardent theatre-goers and first-nighters. Both of them play the piano, Wag possessing perfect pitch and having played professionally one summer with Abe Lyman.

In his present association with Olian Advertising Co., Wagner handles the radio advertising of Atlas Prager Beer and Edelweiss Beer, writes spots, supervises shows and works with talent on these and other accounts.

As a final remark anent spots, Wagner loves to quote a prospective sponsor who, after listening to an audition of one of his creations, asked a bit timidly, "If we're going to irritate the public, can't we irritate them *pleasantly?*"

Personal NOTES

FRANK J. PRENDERGAST, former advertising manager of the *St. Louis Star-Times*, has been named sales manager of WTMV East St. Louis.

ROBERT MILLER, program director of WGES Chicago, resigned that post Oct. 14 and has joined WSBC Chicago as general manager.

LT. COMDR. William C. Koplovitz, U. S. Coast Guard Reserve, returns Nov. 2 to active practice of law in Washington with the firm of Dempsey & Koplovitz, at which time he will be relieved of active duty. He has been in the legal department of Coast Guard headquarters for 16 months.

LARRY E. GUBB, chairman of the board of the Philco Corp., Philadelphia, has been elected to the board of trustees of Cornell U., Ithaca, N. Y.

E. S. GERMAIN has resumed his post in San Francisco as radio sales manager of the Pacific Coast division of Stromberg-Carlson Co., Rochester. Mr. Germain was drafted from the position early in 1942 to become manager of the company's Government sub-contract sales division in Rochester.

KENT L. JEFFERY has been appointed commercial manager of WFIN Findlay, O. Mrs. Jeffery is his assistant.

EDDIE E. KOHN, manager of WFPG Atlantic City for the past two years, will be retained in that position, it has been announced by John Laux, president and managing director of the station under its new ownership affiliation with WSTV Steubenville, O., WJPA Washington, Pa. and WKNY Kingston, N. Y.

HOWARD S. WALSH of the WIND Chicago sales staff has been promoted to assistant sales manager.

ROY McLAUGHLIN, network salesman of the Blue Network central division, has been appointed sales manager of WENR Chicago and national spot sales manager of the Blue central division, it was announced last week by E. R. Borroff, vice-president of the division. He succeeds Gil Berry, recently promoted to division sales manager. Robert E. Talley, lieutenant in the Naval Reserve and former insurance broker, has joined the division sales staff.

RALPH E. VISCENTI, drug trade relations director for WLW Cincinnati, has been commissioned lieutenant (j.g.) in the Naval Reserve and will leave soon for preliminary training at Harvard.

NILES TRAMMELL, NBC president, is one of 16 business leaders serving with the commerce and industry division of the War Finance Committee for New York, as a member of the advisory committee, formed to mobilize industry support of the Sixth War Loan Drive. Walter S. Gifford, president of American Telephone & Telegraph Co., is chairman of the group.

EDGAR KOBAK, executive vice-president of the Blue Network, will again serve on the honorary committee of the annual Army-Notre Dame rally, to be given this year Nov. 10 at the Waldorf-Astoria Hotel for the benefit of the Notre Dame Service Fund.

WILFRED VOTE, former account executive for KGEK Sterling, Col.; Cy Smith, KOIN Portland announcer, and Lois Englehardt, former KRNT Des Moines traffic chief, are now handling similar positions at KMYR Denver.

PETER AYLEN, program liaison officer of the Canadian Broadcasting Corp., Ottawa, has been named CBC supervisor of international shortwave service. Mr. Aylen has been with the CBC since its inception and with its predecessor for a total of 12 years. He recently returned from Britain where he had discussed shortwave matters with BBC and European government representatives in London.

LLOYD AMOO, former chief engineer of KSJB Jamestown, N. D., has been elected vice-president of Jamestown Broadcasting Co., station licensee.

MERLE H. TUCKER, commercial manager of KOB Albuquerque, N. M., has been elected president of the Albuquerque Kiwanis Club. He has served as president of the local Community Chest and the National War Fund.

TOR (Ted) DANLEY, for the past two years New York supervisor of the Office of War Information's radiophoto division, and radio instructor of the OWI's technical training school in Long Island, has resigned from the agency to become eastern sales service supervisor of Mutual. Before joining OWI, he was with CBS for 13 years as traffic supervisor and acting sales service manager.

JOHN F. GILLIGAN has been appointed advertising manager of Philco Corp., according to James H. Carmine, vice-president in charge of merchandising. Mr. Gilligan has been with the corporation since 1922 in many capacities including important positions in sales, advertising and order departments and lately as priorities division manager.

SAM COLLINS, former newspaperman, has been added to the sales staff of WCED DuBois, Pa., as sales representative.

BOB WARNER has been appointed account executive for KLO Ogden, Utah.

LEO HARDY, of the WJJD Chicago sales staff, is the father of a boy.

"I HAVE ALWAYS been among those who believed that the greatest freedom of speech was the greatest safety."

WOODROW WILSON

FREE SPEECH
"MIKE"

HEAR
"VICTORY FOB"
CBS COAST TO COAST
Saturdays 3:00 PM E.W.T.

RADIO STATIONS

WJR DETROIT ★ **WGAR** CLEVELAND ★ **KMPC** LOS ANGELES

NEWS
EVERY HOUR
ON THE HOUR

That's a well-known listening habit of Washingtonians because WINX has broadcast NEWS on the hour ever since it went on the air.

Hourly news availabilities for sponsorship are scarce—but they do occur at infrequent intervals. Some are 5-minute newscasts and others are 15-minute round-ups.

Right now—there are several choice availabilities. Write, wire or phone for time and rate.

The Best Test Market at
MINIMUM COST

WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJOE & COMPANY

JOHN S. DERUSSY, sales manager of KYW Philadelphia, is back at his desk after a rest following his recent illness.

TRACY MOORE, for more than two years Blue western division sales manager, has resigned effective Nov. 1. It is believed Frank Samuels, for the past year sales manager of KGO San Francisco, will take over Mr. Moore's duties. Mr. Samuels recently was assigned added duties as supervisor of Blue spot and network sales in the San Francisco area. Named to assist him in this position have been Byron Nelson, network and spot sales representative; Kirk Towney, Ellis Rehn and Frank McHugh, account executives; Jack O'Mara, merchandising promotion manager of CBS Hollywood, has resigned that position to join Blue Hollywood as western division sales promotion manager. Edward W. Eagan will be in charge of KECA sales promotion, continuing to operate from the network headquarters.

C. P. (Pete) JAEGER, national sales manager, and Earl Mullin, director of publicity of the Blue Network, were to leave New York Oct. 23 for the West Coast to confer with executives of Blue stations in Hollywood and San Francisco. They are stopping in Chicago en route, arriving on the Coast around Oct. 29.

A. Ernest Bagge

A. ERNEST BAGGE, 50, account executive of CBS Hollywood, died when a privately owned Waco cabin plane in which he was a passenger, crashed Oct. 6 near Prescott, Ariz. Active in West Coast radio for nine years, Mr. Bagge had been with KHJ and KMPC Hollywood before joining CBS. Surviving are his widow, Irene Bagge and 10-month daughter, Jama.

Mrs. Dalton Appointed As President of KMTR

IN REORGANIZATION of KTMR Radio Corp., Hollywood, operators of KMTR, Mrs. Gloria Dalton, first wife of the late Vic Dalton, president, was named to that post in mid-October. Corporation had been without a senior officer since Mr. Dalton's death three years ago. Kenneth O. Tinkham, general manager, who has handled station operations since 1937, continues those duties. Charles Millikan, attorney for the second Mrs. Dalton (now Mrs. Arthur Farlow), was elected vice-president, with Eddie Flocken, station accountant, named secretary-treasurer. Mrs. Dalton owns 50% of the stock.

Ralph Benson

RALPH BENSON, 28, NBC Chicago, died Oct. 12 following a 10-day illness. He had been a member of the NBC central division staff since December 1943 and was a graduate of the NBC-Northwestern U. Summer Radio Institute. A native of Tacoma, Wash., he served three years as announcer at KUI Tacoma before coming to Chicago.

Baker Joins Law Firm

PHILIP M. BAKER is leaving the FCC law department to join Andrew G. Bailey, Washington, D. C. radio attorney. Before joining the FCC, Mr. Baker was an investigator for the U. S. Civil Service Commission for New York and New Jersey and also did legal work for the Puerto Rico Reconstruction Administration and the Social Security Board.

John Stewart Bryan

JOHN STEWART BRYAN, 73, major interest holder in WRNL Richmond and publisher of the *Richmond News Leader* and *Richmond Times Dispatch*, died Oct. 16. Active in his business interests until latter September, he has long been recognized for his leadership in civic and educational affairs. He was a former chancellor and president of William and Mary College. Mr. Bryan is survived by his wife, a daughter and two sons, Lt. Comdr. D. T. Bryan, USNR, and Maj. Stewart Bryan, AAC.

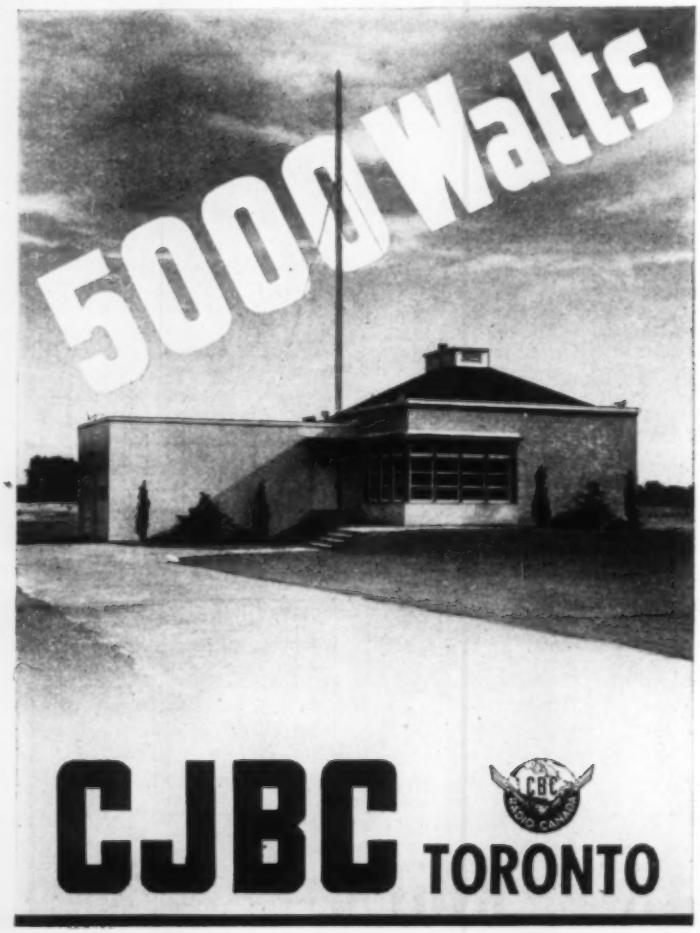
Clayton Named Manager

DONN CLAYTON has been named manager of North Central Broadcasting System, regional network, succeeding John W. Boler, acting general manager and head of national sales, who will now headquarter in Chicago where he will handle national sales. A vice-president of the regional network and former assistant general manager, Mr. Clayton was previously with Hutchinson Adv., Minneapolis, and WTCN Minneapolis. Plans are under way for the expansion of NCBS the first of next year to include some 35 stations of the Mississippi Valley.

DuMont Stock Is Offered To Finance Video Plans

PUBLIC OFFERING of 225,000 shares of Class A common stock of Allen B. DuMont Labs., has been made by a brokerage group headed by Van Alstyne, Noel & Co. and Kobbe, Gearhart & Co., at $7.375 per share. Proceeds estimated at $1,400,000 will be used for the production and sale of television transmitters and receivers when priority restrictions are lifted or modified, for construction and operation of television stations and for the development and expansion of production facilities in the field of electronics, particularly cathode ray tubes and oscillographs, the prospectus states.

When this financing is completed, the company's capital will comprise $23,542 in mortgages, 1,046,040 shares of Class A common stock and 560,000 shares of Class B common stock. Paramount Pictures owns all Class B stock.

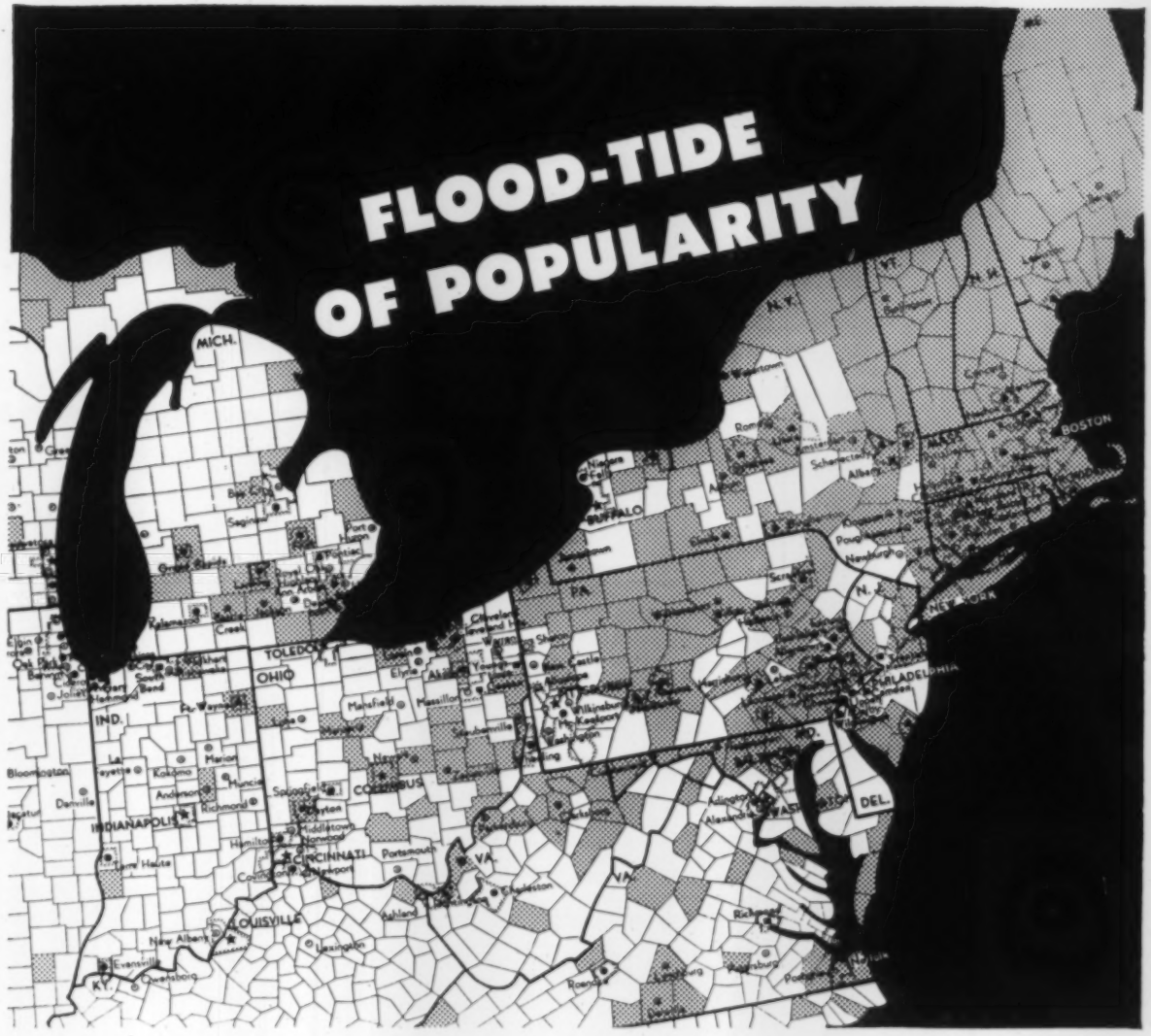


CJBC TORONTO

CHNS
THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York



The darkened areas on the map above reveal results to warm the cockles of any sponsor's heart. Specifically, it is a composite chart of six mail-studies.. analysis of the response to offers made on WBZ, Boston, and WBZA, Springfield, at various times during the broadcasting day.

That the 50,000 watts of WBZ blanket New England, goes without saying. That WBZ and the NBC Parade of Stars should don seven-league boots, and roam so far afield, may come to some as a surprise. It is not unusual, however, but a typical routine performance of New England's dominant station.

The complete story — fortified with facts, figures, breakdowns by counties and maps of individual mail-studies — is contained in "Where they listen to WBZ." The booklet will be sent to you upon request. You may find it an inspiration for the present, and a guide for the future.

WBZ
WBZA
BOSTON — SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • WGL • KYW • WBZ • WBZA

REPRESENTED NATIONALLY BY NBC SPOT SALES

Louisville Listens to WINN BASIC BLUE features

Basic Blue programs mean BASIC RESULTS in Louisville! For availabilities write, wire or call.

WINN Louisville WITH WINN

Your BASIC BLUE STATION in LOUISVILLE, KY.

HARRY McTIGUE
General Manager

BEHIND the MIKE

EUGENE TYLER, announcer formerly with WDAE Tampa, has joined WHBQ Memphis, after release from the Army. Mrs. Melba Welch, formerly of WMC Memphis and KMAC San Antonio, has been added to the WHBQ traffic and programming department. Mrs. Clarabelle Rice has been shifted to the continuity staff.

JIM TROUTWEIN, relief announcer for WSPD Toledo, returns to Ann Arbor, Mich. to resume college studies.

ROD KLISE, formerly of KHQ and KGA Spokane, has joined WIND Chicago as staff announcer.

JUNE BOE, formerly with Press Association, Indianapolis, on Oct. 16 joined the WBBM Chicago newsroom staff, replacing Pat Frank who has left to join her husband, Beecher Frank.

BILL KOBLENZER, released from the armed forces and previously sales manager of Edward Wolf Assoc., New York production agency, has joined the radio staff of Music Corp. of America, New York.

VIRGINIA STEWART, formerly of the radio staff of Grant Adv., Chicago, has joined NBC's script division as writer.

JACKIE STEWART is new addition to the program promotion staff of WBIG Greensboro, N. C. as assistant to Madge Banks.

BYRON TAGGART, special events announcer at WKRC Cincinnati, will marry Kathleen Gray of that city December 2.

TOMMIE GREENHOW, formerly of KSL and KDYL Salt Lake City, is now an announcer with the Intermountain Network and KLO Ogden, Utah. Mrs. Roberta Cartwright, former assistant traffic manager of KLO, has been named women's editor. She is replaced in traffic by Sally Lou Humpheries. Herbert Gordon, former assistant night city editor of the *Salt Lake Tribune*, is now head of the publicity department for Intermountain, with additional duties on the announcing and production staffs.

HELEN SCHMAL, formerly with KFEL Denver, has joined WBAP-KGKO Ft. Worth, Tex., as publicity-promotion director.

CAL DE VOLL, script and song writer who originated the team of *Jake & Lena* (Gene and Glenn) on WTAM Cleveland in 1930, has joined WBAP-KGKO Ft. Worth to prepare new shows for WBAP and the Texas Quality Network and the Lone Star Chain. Mr. De Voll is a member of ASCAP, having composed Gene & Glenn's theme song.

BILL KEMP, formerly of WPAY Portsmouth, O., Jack Field, a singer, and Don Waggoner have been added to the staff of WSAZ Huntington, W. Va. as announcers.

GENE GRAVES, formerly of WSNY Schenectady, N. Y., has joined the announcing staff of WIBG Philadelphia.

PHILIP SHARKEY, personnel director of WCAU Philadelphia, is the father of a girl.

HENRY J. DITTER and Helen Slotta are new additions to the announcing staff of WCED DuBois, Pa.

LT. VIRGINIA CONNER, WAC, formerly of the program department of KYW Philadelphia, and Captain John C. Street of the Air Corps, were married late in September at the Army Air Center in Nashville, Tenn.

McCall to San Francisco; Other NBC News Shifts

FRANCIS C. McCALL, manager of operations of NBC's news department, who has been working in Honolulu on the network's plans for war coverage in the Pacific, is being transferred to San Francisco to coordinate war news from the Central and Southwest Pacific areas.

Other changes in assignment for NBC news personnel include: transfering Wilson K. (Bud) Foster, from Alaska and the Aleutians, to Pearl Harbor to replace Robert McCormick who is returning to the States for a short vacation; Ralph Howard Peterson, homecoming from the Mediterranean Theater; shifting of Grant Parr from Cairo to replace Mr. Peterson in Rome, leaving Guthrie Janssen in the Egyptian capital; Max Hill transfering from the Balkans to London to take over for Robert St. John upon the latter's return to the United States.

DON LYON has returned to WHN New York as announcer after a two-year absence, when he served as head of the news bureau and special events department, and more recently as chief announcer and production manager of WSYR Syracuse. He was 1943 winner of the H. P. Davis Memorial Announcer's Award.

GEORGE LEWIS, exploitation director of Mutual, on Oct. 30 joins WHN New York as director of public relations and special events. He will be assisted at WHN by Roberta Patrick, who came to the station last July from KVOO Tulsa as assistant to Walt Dennis, who left Oct. 13 to join Allied Purchasing Corp., as director of radio and television.

JACK PAIGE, former promotion manager of WNAX Yankton, S. D., has arrived in New York to take his new post as promotion manager of WHOM Jersey City, which has been purchased by the Cowles station group. Beverly Reynolds, secretary to Robert J. Landry, CBS script head, this week joins the New York office of the Cowles stations as secretary and executive assistant to Ted Enns, national sales manager.

AL HATTIS, 16-year-old commentator-producer-director-writer for WJJD Chicago, has been appointed director of school activities for the station.

WOODROW W. (Woody) HATTIC, KMPC Los Angeles sports announcer and operations director, has joined Associated Sportscasters and will cover Southern California football games for Tide Water Assoc. Oil Co.

GREAT POST-WAR PROSPECTS ON THE WAY

in the DETROIT AREA

. . . we don't have to elaborate—
you KNOW how sales will balloon
in America's Third Market after the war. But we do want to impress you with the importance of including CKLW in your post-war plans. 5000 watts at 800 kc. gives you **the largest concentrated coverage of this great market at lowest dollar cost.** You can bank on that—and we'd like to tell you more about it. Then too, in spite of heavy time schedules, we might find a way to serve you right now. Let's get together!

Union Guardian Bldg., Detroit

J. H. McGillvra, Inc.
Representative

CKLW
5,000 WATTS
DAY and NIGHT
800 Kc.
MUTUAL BROADCASTING SYSTEM

SALES ARE CLIMBING IN MONTANA
CARRYING ALL CBS MAJOR PROGRAMS

KGVO
MISSOULA - MONTANA

THE ONLY SINGLE MEDIUM *Completely*

COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.

Radio Central Bldg. Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.

They live dangerously to help keep the Inland Empire the choice of today's markets. Breaking a log jam calls for cool courage, yet they helped Lumber production for the first 7 months of 1944 soar to 2,182,642M board feet. But it doesn't take cool courage to capture this rich market. KHQ's *complete* coverage does it at the cost of just one medium.

FIRST

with NATIONAL SPOT and LOCAL TIME BUYERS

Not just this year— But, every year, Continuously

WRC

Represented by NBC Spot Sales

Washington

MIKE STUART, former staff writer of KMPC Hollywood and active in production of USO and Army camp shows, has joined the Blue Hollywood production department.

MARTIN WORK, of the Armed Forces Radio Service, has been promoted to major, with Bob Longnecker and William Bakewell advanced to the rank of captain.

CHRIS FORD, assistant continuity editor of the Blue Network central division, has been appointed continuity editor succeeding Les J. Edgely, who has left for Hollywood to freelance.

BARBARA W. GOLDSMITH has joined WCAE Pittsburgh as assistant to Mitchell De Groot, promotion director. She replaces Marion L. Arnheim.

SID McSLOY Jr., announcer of KGVO Missoula, Mont., is convalescing from a serious bone infection.

JIM DEAN, new to radio, has joined the announcing staff of WHAI Greenfield, Mass.

RUBY JUSTER, news writer of WCCO Minneapolis, has been appointed assistant instructor of radio news writing for the Minnesota U. School of Journalism. Ruth Rye, formerly Ruth Schneewind, head of the WCCO transcription department, has been appointed teaching assistant to Prof. Joseph Beach in humanities at the university.

HAL SHAW, former assistant program director at WSPA Spartanburg, S. C., has been named program director replacing Sterling Wright, now with Deadwyler Adv., Charlotte, N. C. Other WSPA staff changes include James W. Morgan, WSPA merchandising and art director who assumes additional duties of promotion manager. Bob Ferrie is now news director, and Grover Golightly is sports director.

Ralph D. Palmer

RALPH D. PALMER, 43, feature editor of UP's radio section until he became ill last December, died Oct. 15 at his home in New York. With UP since 1938, Mr. Palmer served at one time as sports editor of the radio unit. Before joining UP he served as reporter on the *Washington Post*, managing editor of the *Washington Daily News* and amusement editor of the *New York World-Telegram*. His wife survives.

Lt. V. J. Kalligeros

LT. VAL JOHN KALLIGEROS, formerly with NBC's traffic department, was killed in a plane crash over the English Channel while returning to an English air base May 9. Commissioned Aug. 28, 1943, he had been awarded the Air Medal and Oak Leaf Cluster. Lt. Kalligeros is survived by his wife.

LARRY SUTTON, formerly of KSL Salt Lake City and more recently of the KUTA Salt Lake City sales staff, has been appointed announcer at KUTA. James Lawrence of KUTA special events, replaces him in sales.

EVELYN HART, former head of the continuity department of WFIN Findlay, O., has joined CBS New York. She is succeeded by Millicent Mertz.

ROBERT BROOKS, released from the Navy, has joined WICA Ashtabula, O., as announcer. Joanne Leggett also has been added to the WICA announcing staff.

BARBARA DRAPER has joined WNOX Knoxville as continuity writer.

JOHN WESTON, announcer with WMAN Mansfield, O., recently married Margaret Cherrington.

REGGIE MARTIN, freelance sports announcer, has joined WFTL Miami. He will handle Miami U. football games.

CHARLES DUERKES, WFTL Miami announcer, recently married Dorothy Raymer, newspaperwoman.

BILL RYAN has joined CJOR Vancouver as parttime announcer.

DAVE HILL, chief announcer of CJOR Vancouver, is the father of a boy.

WALTER BREWER, former announcer of KIRO Seattle, has joined KGFJ Los Angeles.

MONTY RICKETTS and Howard Evanson have joined KFBK Sacramento as announcers. Dick Burdick has been added to the station's continuity department.

HENRY KING, former sports editor of Huntington Adv., has joined WSAZ Huntington, W. Va., as a sports announcer replacing Herb Mazo, who recently returned to New York.

WILLIAM T. DIAMOND, former field secretary of the Iowa State Dairy Assn., has joined WHO Des Moines as assistant to Herb Plambeck, WHO farm editor.

PATTY GREEN, new to radio, has joined the public relations department of WATT Newark, N. J.

SALLY LEVY, who formerly conducted a program and wrote continuity for WCOP Boston, has joined the continuity department of WAAT Newark, N. J.

HELEN GELSEY, former New York U. student, has joined WBYN Brooklyn as public relations director. She replaces Louise Kadison, resigned.

VIRGINIA TATUM, program director of WPTF Raleigh, N. C., has resigned to become radio information specialist for the Agricultural Adjustment Adm., Washington.

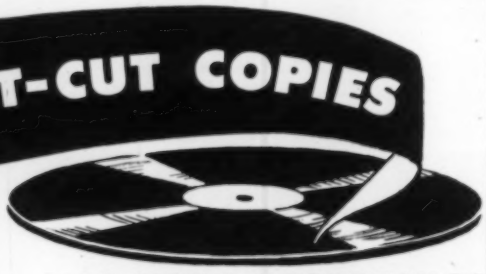
FRANK ARMSTRONG, announcer of CJKL Kirkland Lake, Ont., has been transferred to CKGB Timmins.

JAMES DALE, news editor of WIND Chicago, is the father of a girl.

Capital Reporter

FOUR Indiana stations, WGBF and WEOA Evansville, WOAV Vincennes and WBOW Terre Haute have hired jointly a Washington correspondent, Jean Ferriss, to supplement press association Capital coverage with local news angles. Miss Ferriss, formerly of the *New York Times* and *Newsweek*, will concentrate on items of interest in the Indiana-Kentucky-Illinois Tri-State region.

DIRECT-CUT COPIES



OF YOUR RECORDINGS

33⅓ RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

—packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

Write for complete details and prices.

L. S. TOOGOOD

RECORDING COMPANY

221 N. LA SALLE ST. CHICAGO 1

U.P.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

United Press

Do You Know?

WHN has more than 15 million people in its primary area!

WHN blankets more than 11.6% of all people in entire U.S.A.!

WHN renews more sponsors than any other independent station in New York . . . actually 75%!

WHN airs more than 280 minutes of news daily!

WHN broadcasts Monday thru Saturday Reuters British News dispatches!

WHN has many success stories concerning its proved selling powers!

WHN secondary coverage blankets most of New England like a local station!

WHN has more varied types of approved advertising than any other New York city station!

WHN is a big name station . . . more big names of stage, screen, radio, sports, business and political fields appear on WHN than any other New York station (except network feeds)!

WHN is affiliated with Metro-Goldwyn-Mayer pictures and Loews Theatres. It also operates its own FM station (WHNF) seven hours daily!

WHN
50,000
1050

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU

Durham

North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco

Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center

Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't cuss the cigarette shortage. Cash in by scheduling

WDNC

OWNED BY
DURHAM HERALD-SUN
PAPERS

Represented by Howard H. Wilson Co.

Agencies

WALTER LURIE, who has been directing and supervising programs at Foote, Cone & Belding, New York, this week joins the Biow Co., New York, as eastern program manager, according to announcement by Cal Kuhl, program director, who is now on the West Coast. Before his association with FC&B, Mr. Lurie was central European supervisor in the Overseas Branch of the OWI Radio Section.

B. B. YOUNG, former account executive of the Joseph Katz Co., New York, has joined the executive staff of Alfred J. Silberstein, Bert Goldsmith Inc., New York.

ALBERT G. ASHCROFT, former advertising manager of *Radio Daily*, has joined Irwin Vladimir & Co., New York as controller, a new position.

JORDAN FERRERA, formerly on the production-traffic staff of William Esty & Co., New York, has joined the production-traffic department of Geyer, Cornell & Newell, New York.

A. J. WELCH, vice-president and account executive of J. M. Hickerson Inc., New York, who has been on leave of absence in the armed forces for the past two years, has rejoined the agency.

SAMUEL DALSIMER, vice-president, account executive and member of the planning board of Cecil & Presbrey, New York, who has been on leave of absence for the past year at the domestic branch of the Office of War Information, has resumed his duties at the agency.

KNOLLIN Adv. Agency, San Francisco, in a major expansion which has more than doubled required floor space, moved its San Francisco headquarters this month from 111 Sutter Bldg. to 105 Montgomery St., Zone 4, where an entire floor has been leased. Agency's Los Angeles office remains at 530 W. 6th St.

GERALD F. MORROW, executive buyer of the Great Atlantic & Pacific Tea Co., New York, has been appointed a vice-president of Ivey & Ellington, New York, to handle grocery products accounts.

ROBERT M. HIXSON, president of Hixson-O'Donnell Adv., Los Angeles, currently meeting with agency clients in Chicago and New York, returns to West Coast headquarters in late October.

RAY BIRCH, former executive of the San Francisco Civilian Defense office, has joined Mark Herstein Agency, Hollywood talent service, as radio director.

ROBERT HUSSEY, talent buyer of Young & Rubicam, Hollywood, is in New York.

C. WARDEN LAROE, since 1928 copy chief and a member of the board of directors of Thompson-Koch Co., New York, has resigned to join Morse International, New York, as export copy chief.

RICHARD A. STEVENS, formerly with Geyer, Cornell & Newell, New York, and previously production and office manager of Tracy-Locke-Dawson, New York, has been named office manager of Duane Jones Co., New York.

JOSEPH S. RIPLEY, formerly in the program service department of WOR New York, has joined the production staff of N. W. Ayer & Son, New York.

MONTE RANDALL, former traffic manager of Russel M. Seeds Co., Chicago, has been promoted to sergeant in the Air Corps. He is now at Harrington, Kan.

FLORA BASH, formerly with NBC transcription department, Chicago, has joined Russel M. Seeds Co., Chicago, as producer and writer of *Reville Roundup*, on NBC.

T. ARNOLD RAU, in charge of accounting of BBDO from 1919 to 1941 and more recently with the War Production Board, has joined Roy S. Durstine Inc., New York, as controller.

FRANK BUCK, radio commercial writer formerly with Dancer-Fitzgerald-Sample, New York, has joined Lennen & Mitchell, New York.

RAYMOND D. WILLIAMS, formerly with National Radio Personalities, has been appointed assistant to Vernon L. Morelock, radio director of Anfenger Adv. Agency, St. Louis.

BOB DAILEY, managing news editor and publicity director of WTAM Cleveland for the past eight years, has resigned to become radio director for the Cleveland office of McCann-Erickson.

CARL WHEELER, former service detail manager of Erwin, Wasey & Co., New York, has been appointed production and traffic manager of Grant Adv., New York, replacing Fred Hofer, who has been appointed general manager of Grant Adv. in Caracas, Venezuela.

DON McCLURE, freelance script writer and television director, has joined N. W. Ayer & Son, New York, as head of the television department. He replaces Herb Sanford, recently appointed manager of the agency's Hollywood office.

WILLIAM WALLACE ORR, account executive of N. W. Ayer & Son, Philadelphia, is the father of a boy.

MARGUERITE WALSH, formerly on the commercial staff of J. Walter Thompson Co., New York, has joined the copy section of the radio dept. of Pedlar & Ryan, same city.

JERRY LAW, radio director of Hirshon-Garfield, New York, has been appointed director of the new television department.

CHARLES — DAVID, Philadelphia (women's specialty shop), in first test of radio advertising has started *Girl About Town* on WFIL Philadelphia. Presenting features of interest to the working girl, program is produced by an all-girl staff.

MICKEY HART, formerly in charge of traffic in the Blue commercial program department, has joined Sherman & Marquette, New York, as assistant to Carl S. Brown, vice-president of the agency.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER *July - August, 1944*

THE FIGURES TELL OUR STORY ... *a real radio buy*

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A	WGRC	B	C
	17.9	25.4	35.1	21.3
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A	WGRC	B	C
	36.1	27.3	22.0	13.8
EVENING INDEX SUN. THRU SAT. 6:00 – 10:00 P.M.	A	WGRC	B	C
	33.7	17.9	35.5	11.6

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

BURN-SMITH · *National Representatives*

ALASKA

More listeners per $ through KFQD

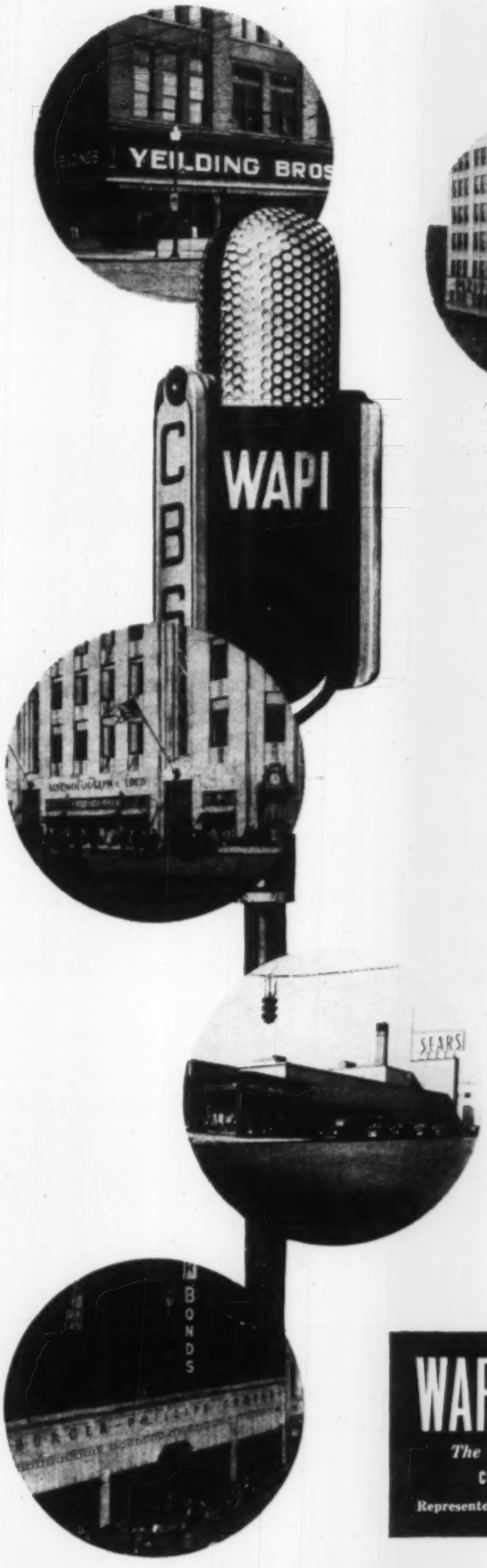
COVERING METROPOLITAN AREA OF ALASKA

790KC—1000W

First in Alaska

ALASKA BROADCASTING CO.
Anchorage, Alaska

National Representatives:
Pan American Broadcasting Co.
New York 17, New York



Birmingham department stores triple their WAPI advertising in seven years...

HERE's a record few radio stations can match. Birmingham has six large department stores. Combined, their annual business totals about $30,000,000. To draw that much money into their cash registers, they depend heavily upon advertising—*advertising that nets quick, profitable results.*

They all use radio. They all air programs over WAPI—*the only station in Birmingham selected by the entire six for programs year-'round.* During the past seven years these stores have upped their expenditures for broadcast time on WAPI by 300%.

That is plain proof of how WAPI delivers the *quick, profitable results* they demand. A radio station has no more exacting client than a local retailer who scales his advertising appropriation in direct ratio to the immediate results it accomplishes. And, year after year, these stores have been spending *more and more* money with WAPI to the exclusion of other stations serving Birmingham ... spending it for *real* programs, for quarter and half-hour shows that bring WAPI's big Alabama audience a versatile array of news reports and analyses, sports commentaries, children's entertainment, music, choral singing, women's broadcasts.

Like Birmingham's six department stores, national advertisers have also found WAPI a productive medium for their sales messages. They place more national spot business on WAPI than on any other station in Alabama. If you want to follow their profitable footsteps, it's easily and quickly done. Just call us or Radio Sales.

WAPI BIRMINGHAM

The Voice of Alabama

COLUMBIA NETWORK

Represented nationally by Radio Sales

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WHO Des Moines

Wait-Cahill Co., Decatur, Ill. (Green Mountain cough syrup), 3 *t* wkly, thru Wade Adv., Chicago.
Grove Labs, St. Louis (4-Way cold tablets), 5 *sa* weekly, thru Donahue & Coe, N. Y.
Vick Chemical Co., New York (all products), 2 *sa* weekly, 52 weeks, thru Morse International, N. Y.
Sterling Drug Co., Monticello, Ill. (Dr. Caldwell's medicine), *sp* weekly, 52 weeks, thru Sherman & Marquette, Chicago.
Carey Salt Co., Hutchinson, Kan. (salt), 3 *sp* weekly, thru McJunkin Adv. Co., Chicago.
E. J. Brach & Sons, Chicago (Swing candy bar), 2 *ta* weekly, 13 weeks, thru Hill, Blackett & Co., Chicago.
Russell Miller Milling Co., Minneapolis (Occident flour), 3 *sp* weekly, 26 weeks, thru Campbell-Mithun, Minneapolis.
National Candy Co., St. Louis (Bobcat candy bars), 9 *ta* weekly, 52 weeks, thru Oakleigh R. French Assoc., St. Louis.

WMAN Mansfield, O.

Kellogg Co., Battle Creek (40% Raisin Bran), *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Miles Labs, Elkhart, Ind. (vitamins), 5 *t* weekly, 13 weeks, thru Wade Adv., Chicago.
Londonderry Ice Cream Co., San Francisco (ice cream mix), 5 *t* weekly, 52 weeks, thru McCann-Erickson, San Francisco.

WENR Chicago

Curtis Publishing Co., New York (*Saturepost*), 3 *t* weekly, thru MacFarland, Aveyard & Co., N. Y.
Republic Pictures Corp., New York ("Man From Frisco"), 5 *sa* thru Donahue & Coe., N. Y.
RKO Pictures Inc., New York ("Casanova Brown"), 7 *sa*, thru Donahue & Coe., N. Y.

WICA Ashtabula, O.

Cities Service Oil Co., New York (gas,oil), 3 *ne* weekly, thru Foote, Cone & Belding, N. Y.
Gulf Oil Corp., Pittsburgh (gas,oil), 7 *ne* weekly, thru Young & Rubicam, N. Y.

WJZ New York

E. Fougera & Co., New York (Famel cough syrup), 5 *sa* weekly, 26 weeks, thru J. M. Korn & Co., Philadelphia.
M. J. Breitenbach Co., New York (Gude's Pepto-Mangin), 5 *sa* weekly, 12 weeks, thru Roche, Williams & Cleary, N. Y.
Maryland Pharmaceutical Co., Baltimore (Rem) 2 *sa* weekly, 26 weeks, thru Joseph Katz Co., N. Y.
Wesson Oil & Snowdrift Sales Co., New Orleans (Wesson Oil), 9 *ta* weekly, thru Kenyon & Eckhardt, N. Y.
Curtis Publishing Co., Philadelphia (Saturepost), 3 *t* weekly, thru MacFarland, Aveyard & Co., N. Y.
Stephano Bros., Philadelphia (Rameses cigarettes), 18 *ta* weekly, thru Aitkin-Kynett Co., Philadelphia.
Reader's Scope Magazine, New York, 4 *ta*, thru H. C. Morris & Co., N. Y.
Vita Var Corp., Newark, N. J. (Vita Var paint), 2 *sa* weekly, 26 weeks, thru Ideas, N. Y.
Maloney Bros. Nursery Co., Dansville, N. Y., 3 *sa*, thru Armand S. Weill Co., Buffalo, N. Y.

WMAL Washington

Curtis Publishing Co., Philadelphia (*Saturepost*), *t* weekly, thru MacFarland, Aveyard & Co., N. Y.
Rice's Baker, Baltimore (bread), 126 *ta*, thru Wm. A. Schautz, N. Y.
Stanco Inc., New York (Mistol), 11 *ta* weekly, thru McCann-Erickson, N. Y.
Benhard Ulmann Co., New York (Bucilla yarns), 3 *sa* weekly, 26 weeks, thru Grey Adv., N. Y.

WFIN Findlay, O.

Great Atlantic & Pacific Tea Co., New York (foods), *t, sa* weekly, direct.
Burger Brewing Co., Cincinnati, *sp, sa*, thru Midland Agency, Cincinnati.
Sterling Drug Co., Monticello, Ill. (Dr. Caldwell's medicines), *sa*, thru Sherman-Marquette, Chicago.
Kasco Mills, Waverly, N. Y. (egg producer), *ta*, thru Campbell-Sanford, Cleveland.

KROW Oakland, Cal.

Carter's Products, New York (proprietary), 2 *sa* weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Signal Oil Co., Los Angeles, *sa* weekly, thru Barton A. Stebbens Agency, Los Angeles.

KPO San Francisco

Joe Franklin Meyer Industries, Dallas (candy), *sp* weekly, thru Rogers & Smith, Dallas.
Raymond Labs, St. Paul (Rayve Shampoo), 3 *sa* weekly, thru Milton Weinberg Adv. Agency, Los Angeles.

KTSA San Antonio

Ex-Lax Inc., Brooklyn (laxative), 4 *ta* weekly, 52 weeks, thru Joseph Katz Co., N. Y.
Culver Transfer & Storage Co., San Antonio, 5 *sa* weekly, direct.
Interstate Theatres, San Antonio, 28 *sa*, thru Thomas F. Conroy Inc., San Antonio.
Byer-Rolnick Co., Dallas (hats), *sp* weekly, 13 weeks, thru Tracy-Locke Co., Dallas.

Agency on Coast

DOHERTY, CLIFFORD & SHENFIELD, New York agency, will establish Hollywood offices in late October with Myron Dutton as West Coast manager. Mr. Dutton was formerly producer of the Biow Co., on NBC *Ginny Simms Show*. In his new capacity he will act in a tri-fold capacity as agency producer-director-writer on the *Gracie Fields Show*, starting on 147 Blue stations on Nov. 14, Tuesday, 9-9:30 p.m. (EWT), with West Coast repeat, 9-9:30 p.m. (PWT). Sponsor is Bristol-Myers Co., New York (Ipana, Mum).

Ernest Alley

ERNEST V. ALLEY, 64, parner of Alley & Richards Co., New York and Boston agency, died at his home in West Newton, Mass. of a heart attack. Mr. Alley started his advertising career by working on his hometown paper, the *New Bedford Standard*, then joined the Curtis Publishing Co. in Boston before organizing his own firm in 1921. He is survived by his wife and a daughter.

Ver Standig Agency

M. BELMONT VER STANDIG has opened an advertising and merchandising agency under his name at 1120 Connecticut Ave., N. W., Washington. The phone is Republic 2929. Mr. Ver Standig was formerly commercial manager of WWDC Washington. Herman M. Paris succeeds him at the station.

Radio Advertisers

GIMBEL Bros., Inc., New York department store, last week started a campaign to recruit workers for the Christmas holidays, using one-minute live spot announcements at varying intervals on WMCA and WQXR New York. Advertising placed direct.

WHITEHALL PHARMACAL Co., a division of American Home Products Corp., New York, has appointed Dancer-Fitzgerald-Sample, New York, to handle consumer advertising for Kolynos toothpowder. Product is now promoted on *Romance of Helen Trent*, and *Mr. Keen, Tracer of Lost Persons* on CBS and at intervals on *Front Page Farrell*, NBC. Agency continues to handle to Kolynos toothpaste.

SEALY MATTRESS Co., Chicago, on Oct. 13 began quarter hour show featuring Dick (Two Ton) Baker at the piano, Friday on WGN Chicago. Contract for 30 weeks was placed by Schwimmer & Scott, Chicago.

LOCAL LOAN Co., Chicago, on Oct. 16 began participation five times weekly in *Record Reveille* on WGN Chicago. The 52-week contract was placed by Van Hecker Adv., Chicago.

ALDEN CHICAGO MAIL ORDER, Chicago, Oct. 22 started sponsorship of new quarter-hour prep sports show, *Alden Sportscast*, on WCFL Chicago. The 13 week contract was placed by Craig E. Dennison Adv., Chicago.

SWIFT & CO., Chicago (ham and bacon division), on Nov. 1 renews its 8:30 to 8:45 a.m. (CWT) portion of the Blue *Breakfast Club* program. The 52-week contract placed by J. Walter Thompson Co., Chicago.

HOLEPROOF HOSIERY CO., Milwaukee, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio is said to be considered.

SCHOENHOFEN & Edelweiss Brewing Co., Chicago (Edelweiss Beer), on Oct. 16 began sponsorship of a quarter-hour show featuring the Dinning Sisters, Monday thru Friday on WENR Chicago. The 52-week contract was placed by Olian Adv. Co., Chicago.

PARAMOUNT PICTURES Inc., New York, on Oct. 4 renewed time signals on WMAQ Chicago, thrice weekly for 52 weeks; and effective Oct. 16 began spot announcements thrice weekly till forbid for motion picture "Since You Went Away" on Chicago stations WMAQ WENR WBBM WGN WAIT WAAF WCFL WJJD WIND. Agency is M. M. Fisher Co., Chicago.

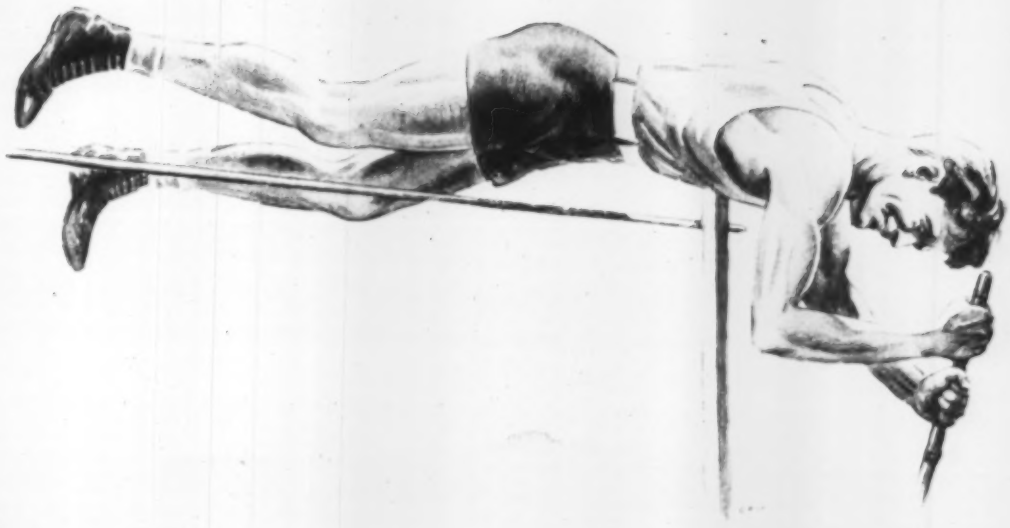
HARRY G. SERLIS, director of sales and advertising of the Roma Wine Co., Delaware Corp., Fresno, Cal., has been elected a vice-president.

KNOMARK Mfg. Co., Brooklyn, has appointed Franklin Bruck Adv., New York, to handle advertising for Esquire Boot Polish and Knomark Shoe Polish. Media plans include radio for both products. Esquire is currently promoted on a six-weekly quarter-hour sportcast on WMCA New York.

WESSON OIL & Snowdrift Sales Co., Inc., New Orleans, last week began promotion of salad oil with one-minute transcribed and chain break announcements at varying frequencies on WFIL WLIB WOR. More stations in the Wesson market may be added shortly. Agency is Kenyon & Eckhardt, New York.

CONSUMER VITAMIN Corp., New York, has appointed Blaine-Thompson Co., New York, to handle advertising for vitamin products. Radio will be used.

YOU MAY BE ABLE TO POLE-VAULT 14 FEET*—



BUT—YOU CAN'T LAUNCH YOURSELF INTO WESTERN MICHIGAN FROM "OUTSIDE"!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Thursday evening figures, 7 to 10 p.m.—actually by far the lowest in the week for WKZO!

WKZO	38.2%
STATION B	37.6%
SIX OTHERS	22.3%
MISC.	1.9%

Just to look at a map, it seems reasonable to expect that you could cover Western Michigan with a big Chicago or Detroit radio station. But maps don't show *fading*, which is practically a Chinese Wall around this area.

But Western Michigan is important enough to warrant intensive cultivation from within. And fortunately, you can do a whale of a job with WKZO alone, because WKZO has the *majority* of the audience in this area.

Take a look at the excerpt from a recent Hooper Survey, on the left. The full report will be gladly sent you on request—or just ask Free & Peters.

* Earle Meadows, U. S., pole-vaulted 14 feet, 3¼ inches at the Olympic Games, 1936.

WKZO

5000 Watts
590 KC
CBS

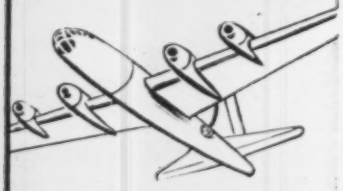
Strongest selling force in Western Michigan

Owned and Operated by Fetzer Broadcasting Company

KALAMAZOO

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

IT TAKES 4
2200 H.P. Motors
to Drive a B-29



IT TAKES A
50,000
watt station
in Denver to
sell this market
and the Mountain and Plain
States Region.

KOA is the famous NBC Station in Denver and the only one with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER
KOA
50,000 WATTS
Represented Nationally by NBC Spot Sales
NBC
America's No. 1 Network

GROVE LABS., St. Louis (cold tablets), has started spot announcements on 19 Canadian stations. Account was placed by Russel M. Seeds Co., Chicago.

DR. J. O. LAMBERT Ltd., Montreal (proprietary), has started another series of *Memoirs of Dr. J. O. Lambert*, transcribed adventure program, on 19 eastern Canadian stations. Account was placed by J. E. Huot Ltd., Montreal.

MORGAN Furniture Co. is sponsoring *The Morgan Five* on WNAC Boston and WEAN Providence. The five-minute musical program is heard 14 times weekly on WNAC and 11 times weekly on WEAN.

SCHROEDER Bros., New York, agent for Palomino and Vergara wines, Rioja table wines, Anis del Mono Anisette and imported food products, has appointed B. D. Iola Co., New York, to handle advertising. Radio will probably be used.

ACME BREWERIES, San Francisco (beer), has started sponsorship of seven two-hour recorded concert programs weekly on KYA San Francisco. Contract is for 52 weeks. Agency is Brisacher, Van Norden & Staff, San Francisco.

FLOWERY Manicure Products Corp., New York (Flowery Manicure Aids), has placed its account with Frank Kiernan Co., New York. Radio plans are said to be included.

HOLLWOOD Shoe Polish, Richmond Hill, N. Y., has named Vanguard Adv., New York, as agency. Radio plans are said to be included.

BREAKFAST CLUB Coffee Inc., Los Angeles, for the third consecutive year has renewed daily quarter-hour participation in *Make Believe Ballroom* on KFWB. Contract is for 52 weeks. Lockwood-Shackelford Adv., Los Angeles, has account.

Lusk Resigns

ROBERT E. LUSK, executive vice-president of Pedlar, Ryan & Lusk, New York, has resigned, and the agency has reverted to Pedlar & Ryan, the name it held when Mr. Lusk joined in January of this year. Mr. Lusk was formerly vice-president of Colgate-Palmolive-Peet Co., and was previously an executive of Ted Bates Inc., and Benton & Bowles, New York.

CHARLES H. EATON, active in the men's wear and retail field for the past 20 years, has been named sales manager of Wilson Bros., Chicago, men's wear firm.

GENERAL TIRE & Rubber Co. has resumed sponsorship of *Thanks to America*, half hour variety show, over WNAC Boston and the Yankee Network in New England.

HOBBS GLASS Co., Toronto (glass and plastics), has started *Fred Waring* network program on CJBC Toronto. Account was placed by J. Walter Thompson Co., Toronto.

PEGGY SAGE Inc., Montreal (cosmetics), has started stylecasts thrice weekly on CFRB Toronto. Account was placed by J. Walter Thompson Co., Montreal.

KELLOGG Co. of Canada, London, Ont. (cereals), has renewed for the seventh consecutive season *Madeleine et Pierre* on CKAC Montreal. Account was placed by J. Walter Thompson Co., Toronto.

HUBBARD MILLING Co., Mankato, Minn., has renewed 52-week contract for 10-minute quiz show titled *Mother Hubbard Party Line* on WJAC Johnstown, Pa. Agency is Ivan Hill Adv., Chicago.

CANADA STARCH Co., Montreal (corn syrup), has started French-language dramatic show weekly on CKAC CHRC CKCH. Account was placed by Vickers & Benson, Montreal.

ST. PETER'S SEMINARY, London, Ont., on Oct 15 started Sunday afternoon half-hour *School of Christ* on CKLW CFPL CKNX. Account placed direct.

HUNT BROS. Packing Co., Los Angeles, has appointed Biow Co., Hollywood, to handle advertising. Radio will continue to be used with other media.

SPORTS AFIELD Publishing Co., Minneapolis, has appointed Ralph H. Jones Co., Cincinnati, to handle advertising for *Sports Afield*. Campaign said to represent "the largest advertising promotion ever placed behind an outdoor publication," calls for the use of radio in addition to metropolitan newspapers and trade papers.

ALLEN B. DUMONT Labs., Passaic, N. J., manufacturers of receiver and transmission television equipment and operator of WABD, New York television station, has named Dave O. Alber Associates, New York, to handle publicity and public relations.

SWIFT & Co., Chicago (Swiftee), began renewal of chain breaks Oct. 20 for 13 weeks on WFBM KOIL WFCI. Agency is McCann-Erickson, Chicago.

HEALTH-MOR Inc., Chicago, has appointed Cruttenden & Eger, Chicago, as agency. Radio plans are being considered.

RCA-VICTOR Co., Montreal (recordings), has started *Music America Loves Best* on CJBC and CFCF. Account was placed by Spitzer & Mills, Toronto.

CANADIAN SILK Products Co., Montreal (Orient Hosiery), has started thrice-weekly musical spot announcements on 17 Canadian stations, and news flashes three times and five times weekly on CKEY and CFRB Toronto, respectively. Account was placed by Ronalds Adv. Agency, Montreal.

KOHLER Co., Kohler, Wis., has appointed Roche, Williams & Cleary, Chicago, to handle its advertising. Radio is said to be considered.

CRAMER PRODUCTS Co., New York, has appointed Needham & Grohmann, New York, to handle advertising for Joy cake mixes. In a test campaign for the product, radio will be used in selected key cities.

A GUIDE to advertisers planning campaigns or promotion in Latin America will be brought out soon by Frank F. Lopez, New York publisher. It will include all leading publications and radio stations.

Stability Counts

NOW---AND IN THE POST-WAR PERIOD

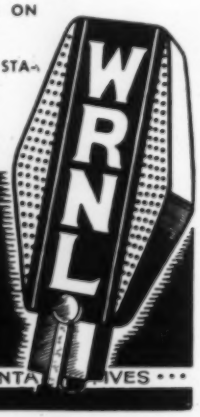
THE rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets . . . the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL
5000 WATTS
NIGHT AND DAY 910 KC



EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

Question-- **How can my program achieve as high a rating as President Roosevelt gets when he talks on the air.**

Answer-- **Absurdly simple – use WTAG.**

Proof-- **The national rating on a recent talk by President Roosevelt was 26.4 Here are a few of the Hooper ratings (week after week) on WTAG for the Fall and Winter, 1943 - 1944.***

Lux Radio Theater . .	36.0
Kate Smith	34.3
Vox Pop	33.3
Dr. Christian	31.8
Burns and Allen . . .	31.0
Blondie	30.7

and so on –

Conclusion-- **WTAG delivers two to four times the audience delivered by the average station. You know the national ratings for these same shows. Consequently, WTAG is one of the most productive and least expensive stations to use, anytime – anywhere. A big stations, in a big, money-laden market.**

P.S. **You say we only mentioned night-time programs. Okay, here are some daytime programs.**

Kate Smith Speaks . .	23.3
Big Sister	21.3
1 P. M. News – . . .	24.7

** New Hooper Ratings soon. Watch for them!*

PAUL H. RAYMER CO. *National Sales Representatives*

WTAG WTAG-FM **WORCESTER**

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BASIC CBS
580 KC
5000 Watts

AIR EXPRESS
the shortest distance between two points!

FAR SHORTER BY THE CLOCK—
one mile is 20 seconds in the air!

SPECIFY AIR EXPRESS.
Get your shipment the fastest way!

NOTE TO SHIPPERS:
Ship order when ready—early-day shipping means quicker delivery.

A Money-Saving, High-Speed Tool For Every Business

With additional planes and space available for all urgent cargo, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. And shippers nationwide are now saving an average of more than 10% on Air Express charges—as a result of increased efficiency developed to meet wartime demands.

WRITE TODAY for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-11, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Comparative Schedule of the Spectrum And Recommendations for Allocations

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, those of the Radio Technical Planning Board and others. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast

Present, 550-1600 kc.
IRAC, 540-1600 kc.
RTPB, 520-1600 kc.

FM Broadcast

Present, 42-50 mc.
IRAC, 42-54 mc.
RTPB, 41-43 mc (educational); 43-56 mc (commercial).
U. S. Office of Education, 15 channels 200 kc wide, adjoining commercial FM.
Cowles Broadcasting Co., 400 channels, 100 kc wide, 60-100 mc for both educational and commercial FM.

Television

Present, 7 channels, 6 mc wide, 50-56 mc, 60-72 mc, 78-90, 96-108 mc; 11 channels, 6 mc wide, 162-168 mc, 180-192 mc, 204-216 mc, 230-242 mc, 258-270 mc, 282-294 mc.
IRAC, 9 channels, 6 mc wide, 54-108 mc; 6 channels, 6 mc wide or 3 channels 12 mc wide, 158-218 mc (primarily for television relay but possibly for television broadcasting); 31 channels, 16 mc wide, 45-1000 mc. (If 20 mc channels are required IRAC suggests ultimate allocation be extended to 960 mc, which would permit 25 channels 20 mc wide).
RTPB, 9 channels, 6 mc wide, 60-114 mc; 17 channels, 6 mc wide, below 250 mc. Channels as wide as 20 mc, 46-1060 mc; relay channels, 1600-1900 mc; 4600-5400 mc; 6900-7500 mc; experimental, 17,500-18,700 mc.
Cowles Broadcasting Co., 40 channels, 13 mc wide, 480-1000 mc. Auxiliary services, including relay stations and s-t links, 30-475 mc. Links between cities and sychronization control, above 1000 mc.

Facsimile

Present, 10 channels, 25 kc wide, 25,012.5-25,262.5 kc (W2XR authorized to transmit facsimile in FM band, 43-50 mc).
IRAC, no recommendations.
RTPB, 20 channels, 100 kc wide, 154-156 mc for broadcast facsimile and other types, including transmission of paid messages, police and weather information.
Cowles Broadcasting Co., 80 channels, 50 kc wide, utilizing FM channels, 52-56 mc; 100 channels, 50 kc wide, utilizing FM channels, 475-480 mc.

International Broadcast

Present 6000-6200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,350 kc; 17,750-17,850 kc; 21,450-21,675 kc; 25,600-26,600 kc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc; 10,200-11,850 kc; 15,015-16,200 kc; 17,150-17,900 kc.
RTPB, same as present allocations, but adding 25,600-25,750 kc.

Broadcast Relay

Present, ranges in spectrum from 1606 kc-39,820 kc.
IRAC, 156-158 mc.
RTPB, same as present allocations, adding 330-344 mc; 1210-1220 mc.

Amateurs

Present, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.
IRAC, 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.
RTPB, 3.5-4 mc; 7-7.3 mc; 14-14.4 mc; 21-22 mc; 28-30 mc; 56-60 mc; 114-118 mc; 224-230 mc; 448-420 mc; 940-960 mc; 1786-1920 mc; 3600-3850 mc; 7150-7700 mc.
ARRL, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 448-480 mc; 896-960 mc; 1792-1920 mc; 3584-3840 mc; 7168-7680 mc; 14,336-15,360 mc; 28,672-30,720 mc and up.

Names McCann-Erickson

HOME Products International Ltd., New York, set up to handle export sales for American Home Products Corp., New York, has named McCann-Erickson Inc., New York, to handle advertising in Latin America, effective Jan. 1, 1945. Radio will be used in 1945 for Kolynos, Anacin, Three-in-One products and Vaness lipstick and face powders, with details still to be determined. Luis G. Dillon, for ten years with M-E Buenos Aires office, now in New York, has been assigned to handle the account. HPI has set up a foreign advertising department under the direction of W. I. Shugg, former vice-president in charge of foreign advertising of John F. Murray Adv., New York, which handled a number of AHP accounts. Mr. Shugg was previously advertising manager of Kolynos and Everready Co.

Cigarette Series

LIGGETT & MYERS TOBACCO Co., New York, has started *Chesterfield Time* on 127 CBS stations Tuesday, Wednesday and Thursday, 7:15-7:30 p.m. replacing John Nesbitt's *Passing Parade*. Martin Block, record m.c. of WNEW New York, announces and m.c.'s the new show. Talent includes Paul Baron's orchestra, Johnny Johnston and Monica Lewis, singers. Because of his health, Mr. Nesbitt was granted a release from his contract, according to William Morris Agency. He continues on *Westinghouse Program* on NBC Sunday. Agency is Newell-Emmett Co., New York.

AP

WHBQ, Memphis, Tenn.

. . . this will express our appreciation for the individual sales presentations on The AP Telescript programs.

E. A. Alburty
Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

WING
Dayton, Ohio

Basic Blue WING is DAYTON'S No. 1 Choice of Merchants Using Radio

WEED & CO National Representatives

WOMEN

Alice Hughes—noted newspaper woman with crisp comments on world and home affairs. 9:03-9:15 Daily; 7:45-8:00 p.m. Sunday

ANALYSIS

Johannes Steel—his hard-hitting material comes from international contacts, from inside diplomatic circles. 7:30-7:45 p.m. Daily

PERSONALIZED

Norman Jay—vivid reporting by newsworthy open letters to famous personalities. "Very Truly Yours", 9:15-9:30 p.m. Monday, Wednesday, Friday

NEWS
from every angle

WASHINGTON

Richard Eaton—presents diplomats, statesmen and last-minute facts broadcast direct from the Nation's Capital. 9:15-9:30 p.m. Tuesday

COMMENTARY

Frank Kingdon—distinguished for searching interpretation and widely-quoted opinions. 10:30-10:45 p.m. Tuesday through Saturday

● Whatever they're looking for, New York listeners know they can count on WMCA for all the angles on the news. It's all there—in one place, on one spot on the dial. Besides running an unusual news department, WMCA likes to tackle the rest of its schedule with this brand of thoroughness—the very same thoroughness that has earned for WMCA a reputation as "America's Leading Independent Station".

wmca
FIRST ON NEW YORK'S DIAL 570

DRAMATIC

"Five Star Final"—unfolds the day's news events in stirring dramatization. 7:15-7:30 p.m. Monday thru Friday

WORLD-WIDE

"World's Front Page"—reports from world news centers by Christian Science Monitor correspondents. 6:30-6:45 p.m. Monday thru Friday

HOURLY BULLETINS

New York Times News Bulletins broadcast every day . . . every hour . . . on the hour.

Transfer of WSAR Approved by FCC; KORN, KVOX, WCOL Cases Granted

LONG-PENDING transfer application of WSAR Fall River, Mass., requesting consent to sale of WSAR by Doughty & Welch Electric Co., owned by William T. Welch, to the *Fall River Herald-News* for approximately $175,000, was granted by the FCC last week following consideration of issues involving operation under the new ownership by a trusteeship.

The Commission also granted the application of KORN Fremont, Neb., for acquisition of control by Arthur Baldwin through purchase of 139 shares common stock for $8,754.70; the application of KVOX Moorhead, Minn. for relinquishment of control by David C. Shepard, and the WCOL Columbus application for voluntary assignment of license from WCOL Inc. to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, partners, doing business as The Pixleys. No monetary considerations were involved in the two latter transfers.

In granting the Fall River application, pending for several years because of the trusteeship aspect and the question of purported tendency toward local monopoly in public opinion, the Commission found "that provision has been made for competent interested management of the station by trustees who have shown that it will be a matter of primary interest with them, and the station will be managed by a competent experienced executive."

The FCC also said that the evidence presented afforded assurance that operation of WSAR by Fall River Broadcasting Co., owned by the newspaper, would "provide a service which is efficient and at the same time on a broad basis consonant with the obligations of licensees to render service in the public interest."

Commissioner Case concurred but reserved his opinion insofar as the decision indicates that trustees without beneficial interest are not proper station licensees.

In its decision, the Commission pointed out that it has heretofore indicated, in actions upon other applications, that it has "serious questions as to whether broadcast stations should be licensed under conditions where responsibility for management would be placed in the hands of trustees without beneficial interest, for management in the manner of trust properties," and stated, "in its judgment, the duties and responsibilities which devolve upon licensees of broadcast stations should not be placed in the hands of persons and organizations whose primary interests are in rendering general trust services as trustees."

Fremont Grant

In the Fremont action Mr. Baldwin, president and 6% owner of KORN, purchased the 139 of an outstanding total of 189 shares from Lloyd C. Thomas (30%), owner of KGFW Kearney; Earl J. Lee (21%), vice-president; S. S. Sidner (16%); A. C. Sidner (5%), and H. A. Gunderson (2%). Relinquishing parties stated they require more time to devote to their other business interests, according to the application. Remaining minor KORN interest not involved in the transfer is divided among 16 other individuals.

In the KVOX grant Mr. Shepard transferred 68 shares common stock to John W. Boler (49 sh), president; M. M. Marget (3 sh), vice-president and general manager; and R. S. Felhaber (8 sh), attorney. Transfer of 9 shares is also involved, from Howard S. Johnson, vice-president, to Mr. Felhaber. According to the application, transfers are made to Mr. Boler "as additional compensation for his management and development of the corporation in behalf of Mr. Shepard and Mr. Johnson"; to Mr. Marget "for his assistance", and to Mr. Felhaber for his legal aid and counsel. Messrs. Shepard, Boler, and Johnson now each hold 74 shares, Mr. Felhaber 25 shares and Mr. Marget 3 shares.

President and major interest holder in North Central Broadcasting System, Mr. Boler is also treasurer and a director of KSJB Jamestown, N. D. in which he holds 24% interest as likewise do Mr. Shepard and Mr. Johnson.

New 'Pulse' Data

NIGHT listening in the North Jersey area far surpasses night listening in the two neighboring metropolitan areas—New York and Philadelphia—The Pulse, New York, reports in the Oct. 15 issue of its monthly newsletter *The Radio Audience*. Hour-by-hour chart for July and August, shows that the percentage of sets-in-use is 5 points higher at night, and 3 points higher during the day in North Jersey as compared to New York, for 15 of the 16 hours measured, with the latter city coming out on top only for the hour before midnight. Five out of nine daytime hours and all night-time listening have more listeners in North Jersey than in Philadelphia, according to the report.

Photo by U. S. Army Signal Corps

TWO TOP TALKERS take over two new radio programs at Fort Benning Infantry School. The GI eyeopener, *The Morning Mess*, is conducted by Pvt. Radcliffe Hall (right), former NBC announcer and newscaster. Program is on the air Monday through Friday via WDAK Columbus, Ga. Pvt. Dick Keplinger, winner of the 1943 H. P. Davis National Memorial Announcers' Award, conducts *The Infantry Hall of Fame*, via WRBL Columbus. Prior to induction he was news and special events director of KOMO and KJR Seattle.

IF YOU SELL

SHOES

(OR SHIRTS OR SHEETS)

ASK YOUR DISTRIBUTOR ABOUT

KDAL, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. *You* figure out how many brogues and boots that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, *anywhere*. For instance, an independent coincidental daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He *knows*—and ten to one he'll say "KDAL"!

1000 WATTS . 610 KC . CBS

FREE & PETERS, INC., Exclusive Representatives

CRYSTALS

HOLLISTER CRYSTAL CO.

Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

Lo que vale y brilla en radio se presenta por RHC *Cadena Azul* *

RADIO RHC CUBA HABANA
Cadena Azul

* *Translation:*

THE MOST BRILLIANT ENTERTAINMENT ON THE AIR IS PRESENTED ON

RHC CADENA AZUL

RHC Cadena Azul maintains a tremendous staff of name talent, actors, actresses, musicians, vocalists, writers, producers, etc. These performers are great favorites with the listeners in Cuba. The result is that *twice as many persons listen to RHC than to its nearest competitor.*

RHC knows what the listener wants *and gives it to them.* **RHC** programs are sparkling, well-produced live talent shows, packed with good showmanship and fast moving direction.

RHC is affiliated with CBS and gives to the people of Cuba the same high standards of programming that CBS broadcasts to the people of the United States.

A recent impartial survey made by six large national advertisers shows that **RHC DOMINATES CUBA.** For further information write, wire or phone

U. S. Representative

HUMBERTO D. GONZALES

220 W. 42nd Street, New York

WIsconsin 7-1166

ANPA 'Blue Book'

CASE HISTORIES of wartime advertising successes in 77 newspaper campaigns are set forth in the sixth edition of *The Blue Book*, annual volume published by the Bureau of Advertising, American Newspaper Publishers Assn. and issued to national advertisers and agencies.

Mexico Included

REICCHOLD CHEMICAL Co., Detroit, through Grant Adv., New York, added 11 stations of Radio Mil, MBS affiliate, to the premiere broadcast Oct. 21 of the Detroit Symphony on Mutual, Saturday, 8:30-9 p.m. in order to bring Mexican listeners an address by Francisco Castillo Najero, Ambassador from Mexico to the United States.

Bannister Slides Down

(Continued from page 13)

entist on the basis of a .4% margin of error on the absolute maximum?"

"Aren't you," Mr. Bannister sought of the Professor, "being overly annoyed?"

Professor Shapley had pointed out that his annoyance had been registered before and commented upon editorially by the *New York Times*. He claimed that his suffering was shared by millions of other symphony-lovers who enjoy Mr. Toscanini's broadcasts.

Mr. Bannister, stating that the symphony programs appeal to "a very circumscribed audience", underlined the numerous gratis contributions made by American radio to the cultural and educational advantage of the commonwealth.

"We could not do these things if our business were not on a sound financial base and it is perhaps ironical that the ignominious spot announcement plays such an important part in establishing that sound financial basis."

Concluding his letter to Professor Shapley, Mr. Bannister asked for tolerance. "Give us your patience, I implore you, and in the meantime do not apply to us broadcasters a judgment you would bitterly resent if in any comparable circumstances it were applied to your own daily work. Who among us hasn't a skeleton in his closet?"

LOUIS P. LOCHNER, war correspondent and radio commentator who is returning to Europe to reopen the Associated Press Bureau in Berlin, broadcast to Germany Oct. 21 over NBC's International stations when he was interviewed by his son, Robert Lochner, head of the German Section of NBC International. Robert Lochner broadcasts daily to the Reich by shortwave.

Falknor Appointed Manager of KMOX

APPOINTMENT of Lt. Col. Frank B. Falknor, veteran radio engineering executive, now on duty in China, as general fanager of KMOX St. Louis, was announced last Friday by H. Leslie Atlass, vice-president in charge of the CBS central division. Col. Falknor, who will assume office about Jan. 1, is in the Office of Strategic Services. He succeeds Merle S. Jones, who became general manager of WOL Washington last month.

Col. Falknor

Col. Falknor for 10 years was chief engineer of the CBS central division, having taken leave 15 months ago to enter military service. Network officials said Col. Falknor is particularly well-fitted for the St. Louis post, in view of postwar development for television and FM. KMOX is an applicant for each new service.

WLW Names Hubbell As Production Manager

AS A STEP toward resumption of experimental television broadcasts interrupted by the war, the Crosley Corp. has appointed Richard W. Hubbell, authority and author of several books on television, as broadcasting production manager, James D. Shouse, vice-president in charge of broadcasting, has announced.

Mr. Hubbell

Simultaneously, Mr. Shouse estimated the ultimate cost to Crosley for contemplated construction to give Cincinnati television broadcasts will be $350,000 to $400,000. When metropolitan coverage has been established, he believes receiving sets will be available for from $150 to $250.

Mr. Hubbell, 30, has worked as a stock actor, announcer and producer.

Consultation In Order

Consult WOAI (or Edward Petry & Co.) for the most substantial advertising bargains in Central and South Texas. Then consult C. E. Hooper Listening Indices, which—year after year—show a consistent audience preference for this San Antonio station.

Such consultation is in order for the well being of your product, because WOAI sells more merchandise to more people in Central and South Texas than any other medium—at a lower cost per sale!

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

WOAI
San Antonio

Represented Nationally by
EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

CIO, WHKC Join in Dismissal

(*Continued from page 11*)

stations, based on orders from the local groups.

J. Leonard Reinsch, radio director of the Democratic National Committee, and Leland J. Chesley, Washington radio and publicity director of the Republican National Committee, said so far as they knew no complaints as to the manner of handling spot announcements had been filed with their respective headquarters.

In his statement, filed on behalf of Richard T. Frankensteen, UAW-CIO vice-president, Mr. Goodman termed the WHKC Statement of Policy "a significant step forward in the development of radio in the interests of all the people . . . Station WHKC is to be congratulated for breaking away from the Broadcasters' Code which has served as a respectable cloak to deny labor and other nonprofit organizations fair treatment on the air. We believe it will be in the interest of the entire radio industry to discard its Code and adopt voluntarily this same progressive policy toward labor and other nonprofit organizations."

Mr. Loucks said the joint motion closes a proceeding "in which important principles underlying broadcast station operation under existing laws and regulations were in sharp controversy. . . . The issues raised by the Commission's order (July 5) were similar to those which were before the Congress at the time it enacted the Communications Act of 1934."

His statement concluded that WHKC found it desirable to adopt its own policy, "assuming complete responsibility for the handling of all programs", a policy which departs from the NAB Code but "represents a proper legal basis for station operation in the public interest and is consonant with the American principles of free speech."

President Roosevelt, definitely scheduled to broadcast from Philadelphia Oct. 27, 9-9:30 p.m. on CBS and MBS, is expected to broadcast from other key cities during the final weeks of the campaign, although the only other Roosevelt broadcast definitely scheduled by the Democratic National Committee is that of Nov. 6 on all networks, 10-11 p.m. Mayor Kelly of Chicago has hinted broadly that the President will make an appearance there before Election Day and a visit to Boston was announced Thursday, both of which will presumably call for addresses that will be broadcast to the nation.

The Philadelphia speech is being broadcast under joint auspices of the Philadelphia Democratic Committee and Businessmen for Roosevelt Inc., with the latter group paying for the network time. Green-Brodie Inc., New York, is the agency.

Democratic National Committee, has purchased through Biow Co., New York, two periods on the Blue network for Oct. 23, 12:30-45 p.m. and 10:30-11 p.m., and three periods on Mutual: 8:45-9 p.m. Oct. 24; 10:15-10:30 p.m. Oct. 30; 8:45-9 p.m. Oct. 31, with speakers to be announced. Same is true of the 10:45-11 p.m. spot on NBC Nov. 3.

Three noted actresses interviewing prominent Republican women will be featured in three broadcasts scheduled by the Republican National Committee as part of a special drive to swing the feminine vote to Dewey. Helen Hayes will conduct the first of the series, on NBC, Oct. 23, 3:15-3:30 p.m.; Zazu Pitts the second, on the Blue, Oct. 30, 3:30-3:45 p.m.; and Gloria Swanson the third, on CBS, Nov. 3, 12:15-12:30 p.m.

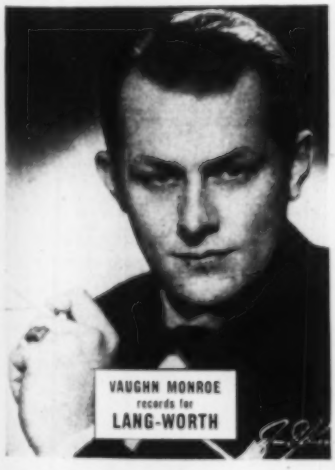
Sponsorship Text

Text of the FCC public notice, issued last Wednesday, follows:

TO ALL STATION LICENSEES: Numerous complaints have recently been received by the Commission concerning the failure of radio stations to identify the sponsors of political spot announcements. In general, these complaints charge that some stations are broadcasting spot announcements in behalf of various political candidates without disclosing the persons or organizations paying for them. Your attention is called to Section 317 of the Communications Act, which provides:

> All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person, shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

This section applies to spot announcements, as well as to all other material broadcast and requires a full and fair disclosure of the identity of the person furnishing the consideration for such broadcast. The terms of this section are mandatory and are applicable regardless of the length of time consumed.



WHEN YOUR PLANS CALL FOR SPOTS

CALL FOR A JOHN BLAIR MAN

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

You think that's a joke, don't you? Well, the fact of the matter is that thousands of people in the Red River Valley practically never listen to any station but WDAY. You can guess what that means in terms of radio effectiveness. But don't take our word for it. Ask your local dealer or distributor. He'll tell you the same thing, or else we aren't a foot high!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES

DON'T WASTE YOUR PUNCH ON JUDY (Ky.)!

If you've been making passes at the buying power of little towns like Judy (Ky.), start pulling your punches. Save your selling socks (and shoes and tires!) for the Louisville Trading Area, which *alone* does 17.1% *more* retail buying than the rest of Kentucky *combined!* . . . With WAVE in your corner, you can tie into every radio home in the Louisville Area for far less than the cost of any other medium. Shall we get out the gloves now?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.
National Representatives

Interference Data Is Revealed For 30-40 mc Band at Hearing

New Light on FM, Shortwaves Provided by Indiana Police Engineer on Basis of Research

MOST COMPLETE data concerning interference in the 30-40 mc band to be presented thus far at the FCC allocation hearings was submitted last Thursday on behalf of the nation's police organizations by Zellon E. Adritsh, radio engineer in charge of operations, Indiana State Police, and chairman of a subcommittee of Committee 1, RTPB Panel 13.

His testimony brought considerable cross-examination and unusually keen interest on the part of Commissioners and FCC counsel, who indicated after the session that Mr. Adritsh gave more specific propagation data in the lower FM band than had been presented. Asserting that experience had taught police that FM in the 30-40 mc band was especially adaptable to fixed station and mobile services, Mr. Adritsh said, however, that "the propagation characteristics of these frequencies result in direct wave interference up to and in excess of 100 miles and skywave interference at distances from around 500 to several thousand miles; the extent, distance, direction and time of the latter varying widely, we are told, over an 11-year period."

He told the Commission that those sources of interference can be rendered impotent by provision of an adequate number of channels and by their proper assignment. Direct wave interference at 30-40 mc can be minimized, he said, by (1) use of separate channels for fixed and mobile stations; (2) adequate geographical separation between states using the same frequency, and (3) segregation of the state channels from the county and city channels.

Skywave Interference

"It is not uncommon for fixed very high frequency FM stations to cause severe interference at distances in the neighborhood of 100 miles or more," said the Indiana State Police official. He said in 1943 the Illinois State Police were forced to change their mobile frequency from 39.9 mc to 39.5 mc because of "crippling interference" from WAYH of the Chicago Surface Lines, which was operating on 39.86 mc. He said the 40 kc channel width is a "doubtful minimum" and recommended channels of 100 kc.

On skywave interference Mr. Adritsh submitted the following typical reports:

Missouri reports that on their FM talk-back frequency of 39.78 mc the skip interference signals are mainly those of the New Jersey State Police and the North Carolina Highway Patrol Cars; however, cars of the Ohio State Patrol and those of Rhode Island occasionally cause them interference. This interference is definitely greater during the summer months. The signal strength of the "skips" are comparable to those of their own cars and range from weak to strong, the stronger signals being of sufficient intensity to swamp out all but local cars. The duration of the periods in which these out-of-state cars are received may be only an hour or may be all day, from about two hours after sunrise to an hour or so after sunset. At the time of the writing of their report (May 26), they had been experiencing interference from New Jersey and North Carolina cars for the previous seven hours and their signals were still coming through.

The Florida State Patrol reports they get considerable interference on FM from stations in California, New Jersey, Connecticut and Massachusetts. In fact, they have worked Pittsfield, Mass., on car to car contacts.

Alabama has been getting quite a bit of interference on FM from stations in Michigan and New York.

The Michigan State Police reports that signals from the Alabama State Patrol stations were received in Michigan patrol cars with signal levels as high as 300 microvolts input at the receiver. The Alabama stations have taken control of receivers throughout Michigan for hours at a time.

The Indiana State Police have received considerable interference on FM from cars of the Virginia, Oklahoma and Iowa State Police and to a lesesr degree from Arkansas and Massachusetts.

WPHU Jasper, Ind., which monitors 30,700 kilocycles, reports good reception on this frequency on many afternoons of Shortwave Stations WRUL and WRUW in Boston, whose assigned frequency is 15,350 kilocycles. The signal strength of this second harmonic was sufficient to nearly cover up Evansville and Owensboro, two of the municipal stations monitored by Jasper.

WROR Lafayette, in another report, adds that during the manhunt and road blockade following a bank holdup at San Pierre, Ind., on June 22, the state police cars were completely blocked out at various times by long distance skip interference from cars in Virginia and another state believed to be Massachusetts. On several afternoons during the early part of July, the second harmonic from shortwave General Electric Station WGEX on 17,880 kc interferred so badly with the reception of Indiana State Police cars on 35,780 kilocycles that in several areas the service was completely disrupted except for cars very close in. At most receiving points the quality was very bad at the Newport, Ind. Post the quality of the AM signal on the FM talk-back receiver was excellent. The second harmonic signal was 20 kc off the talk-back frequency.

The impression should not be gained that the skywave interference conditions reported above are a continuous day in and day out occurence throughout the year. This is not the case but it does constitute a serious problem during an appreciable portion of the year even now when for the most part only a relatively few low power mobile transmitters are involved. The worst conditions encountered this year were during the months of May, June and July—fully a quarter of the year. There is every reason to believe that, with the inevitable tremendous expansion in the number of these same mobile units and the high power fixed transmitters with their more efficient radiators, the interference problem will reach serious proportions in a service that is extremely vulnerable in this regard.

To avoid this situation, not only should state stations occupy channels different from those of county and city but no state department should share channels with other state departments separated by more than approximately 500 miles.

KSUB Joins CBS

KSUB Cedar City, Utah, Nov. 1 joins CBS as a bonus station to KSL, the network's Salt Lake City affiliate. Station is owned and operated by Southern Utah Broadcasting Co. fulltime on 1340 kc with 100 w.

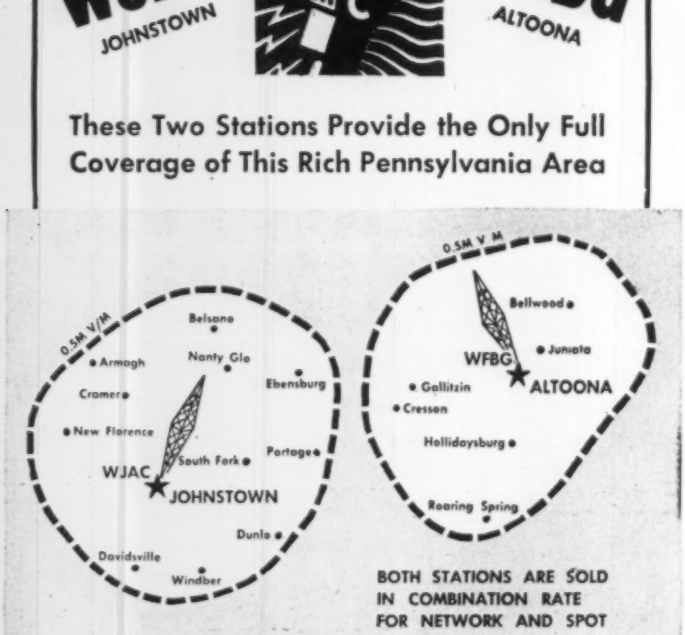
WALTER E. SCHNEIDER, former magazine editor of NBC, has joined the Institute of Life Insurance, New York, to supervise press relations, advertising and promotional activities. Before joining NBC a year ago, he was associate editor of *Editor & Publisher*, newspaper trade journal.

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

50,000 WATTS C B S

HER FRIENDLY ADVICE, WIT AND HUMOR, KEEP WOMEN TUNED TO....

WCKY

THE L. B. Wilson STATION

Chicago Electronics Meeting Learns Of Postwar Component Parts Scarcity

ATTENDANCE at the Electronics Parts & Equipment Industries Conference, held at the Hotel Stevens, Chicago, Oct. 19-21 ran well over 1,000, with speeches by Government and industry executives featuring the three-day meeting of manufacturers and distributors. At the opening luncheon meeting Thursday, Gen. J. V. Matjka, chief of the training service office, chief signal office, Washington, spoke on "Communications in Action." Friday morning the manufacturers discussed industry problems.

Saturday morning R. C. Sprague, president of the Sprague Co. and chairman of the parts division of RMA, presented "Looking Ahead in Radio Parts." Another Saturday morning speaker was John Creutz, chief of the WPB's Domestic & Foreign Branch, Radio & Radar Division, who addressed the conference on the present and probable future status of deliveries of radio equipment for civilian use. Mr. Creutz outlined the job WPB is still doing in war production, at the same time pointing out that the Radio & Radar Division has already aided the civilian radio equipment shortage by revoking several limitation orders on restriction of manufacture of certain types of tubes and other equipment.

Predicting that after the war there will be a shortage in tubes, electrolytic condensers, vibrators, and transformers, Mr. Creutz told the conference that the replacement market as well as the new equipment market will be the greatest they have ever been.

Mr. Creutz cautioned the manufacturers and distributors present not to expect an immediate large supply of components immediately after V-E Day. "Present restrictions are in force for only one reason," said Mr. Creutz. "They have been helpful in assuring that all available production will be used for military production and that all available material will be so used."

OVER HALF OF NBC TIME IS SUSTAINING

SUSTAINING and sponsored programs shared almost equally the network time on NBC during the first six months of 1944, according to a survey made by the program analysis department of the research division. Out of a total of 4,207 hours of broadcasting, commercial programs accounted for 2,081 hours and sustaining shows, 2,126 hours. In the corresponding period in 1943, the network operated 4,075 hours, broadcasting 1,863 hours under commercial sponsorship and 2,212 hours on sustaining time.

Entertainment programs occupied 55.4% of the time and public service presentations 44.6%, according to the survey.

Breakdown of various types of radio fare, and the number of hours devoted to each, is as follows: Classical music, 131 hours, semi-classical music, 362 hours; news and special events, 857 hours; public discussions, 102 hours; general entertainment, including popular music, dramas, variety and quizzes, 2,331 hours.

New Canada Outlet

CJCH is the call of the *Halifax Chronicle* station licensed to operate with 1,000 w on 1320 kc. It is understood station is to be on the air at an early date with a temporary 100 w transmitter. Leslie Choyce, Montreal advertising executive, is managing director of the new station. Outlet will use Press News service and will be nationally represented by National Broadcast Sales, Toronto and Montreal.

417,441

people live in 17 mountain-walled counties which comprise the Western North Carolina market ...and these 417,441 get the best reception, the most complete radio service from

WWNC 570 KC

Serving Western North Carolina from ASHEVILLE

CBS

DON S. ELIAS, Executive Director

Represented by The KATZ AGENCY.

Coaxial Cable, Copper Wire Available at WPB

COAXIAL cable, of both gas and flexible type, in the amount of approximately 170,000 ft. is going begging in the War Production Board for want of applications from broadcasters or other interested parties, it was learned in Washington last week. The cable, available for civilian use, represents what is left of a reported 260,000 ft. of which the NAB helped dispose of 90,000 through its "Swap Bulletin" several months ago, and is not being used by Army or Navy because of vibration caused by gunfire. It is understood that applications for this cable can be made to WPB's Components Recovery Section on WPB Form 1161, obtainable at any WPB regional office.

Copper wire, too, particularly that type known as "hook-up" wire used by sub-assemblers, is available to prime contractors after the customary 45-day wait while Army and Navy consider their requirement. Both bare and insulated copper wire in Brown & Sharpe sizes 14, 16, 18, 20 and 22 is available on proper priority.

NOMINEES SOUGHT FOR BERNAYS AWARD

TO SELECT an individual radio writer or station executive as winner of the $1,000 Edward L. Bernays Radio Award for service to the cause of democratic ideals, more than 900 stations and 300 newspaper radio editors have been asked to nominate candidates.

The award will be made May 6, 1945 as feature of the dinner meeting of Ohio State U.'s 16th Institute for Education by Radio. Three factors—the extent to which the program has encouraged the ideals of freedom, equality and orderly justice in its community; the effect of the program in modifying community attitudes and action toward the realization of these ideals; and an evaluation of the program's success in securing community participation in planning, discussion and action on significant social problems—will be considered in judging the candidates.

WRNC Meeting

TENTH Anniversary of the Women's National Radio Committee will be celebrated Oct. 25 with a dinner on the Starlight Roof of the Waldorf-Astoria, New York. The New Opera Co. and the Women's Auxiliary Board of the Musicians Emergency Fund are cooperating in arranging the dinner as a tribute to Mme. Yolanda Mero-Irion, founder of the Committee and officer of the other two groups. A reception preceding the dinner will be given for representatives of the major symphony orchestras and programs on the organization's preferred list.

NORMAN OLDING, senior engineer of Canadian Broadcasting Corp., Vancouver, for all western Canada, is in Montreal and Ottawa for two months for conferences with CBC engineering department and to assist in the preparation of radio standards for the Canadian Electrical Code in cooperation with Dominion Government authorities.

KTFI

TWIN FALLS · IDAHO

76,450 DAIRY FARMS

IMAGINE a community* with 76,450 dairy farms, 1,545,000 dairy cows, and 24,985,000 head of other livestock! There you have the picture of the kind of farm area WGY serves in central and eastern New York and western New England. The animals don't listen to WGY, but their owners *DO*—and their owners value their farm products at $458,000,000 annually.

And WGY is the ONLY station that can combine this vast market into ONE coverage area.

**WGY's primary and secondary areas contain 20,881,000 acres of farm land; 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.*

WGY

SCHENECTADY, NEW YORK

50,000 watts—NBC—22 years of service. Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-194

Military Lifts Propagation Data Ban

CBS Lets Contract for New Television Station

(Continued from page 14)

being continued in the lower spectrum only on a temporary basis and that "better pictures soon will be available."

C. M. Braum, chief of the non-standard broadcast allocation section, Broadcast Division, FCC Engineering Dept., opened television hearings Oct. 14 with a brief summary and several exhibits, explaining that of six commercial television stations now providing program service, three have not completed full construction because of wartime restrictions on equipment. Three commercial permits are outstanding, and on file at the FCC are 70 applications.

David B. Smith, chairman of RTPB Panel 6 on television, and director of research of Philco, presenting the RTPB recommendations, said Committees 1, 3 and 4 of the panel had concluded that television should proceed in its present spectrum location with 6 mc channels, but should be given room in the higher frequencies for expansion. Panel 6 asked for 26 channels, 6 mc wide, 23 on a nationwide basis and three to be allocated to the East Coast.

The RTPB also asked that channels totaling 600 mc be set aside for commercial television relay on network service. In presenting the recommendations Mr. Smith said: "The specific plan suggested by the panel is certainly not rigorous insofar as specific frequencies are concerned, but like the IRAC plan was offered as a starting point. . . . If we are to have commercial television broadcasting in the near future, television will have to be allocated a sufficient number of 6 mc channels in the region between 40 and 250 mc to provide a competitive service."

As for relays, Mr. Smith placed them in four categories, studio-to-transmitter, portable-mobile pickup, intercity, intracity. For the S-T and intracity links, the panel recommended that up to three channels be allocated each broadcast station in any one service area. These channels can be space-shared, Mr. Smith explained.

Panel Recommends Double Channels

A maximum of two clear channels with a maximum frequency allocation of 250 mc should be set aside for portable-mobile pickup units, he continued. For the intercity links, he recommended a minimum of 10 channels or a band width of 200 kc, with space-sharing to take care of additional channel requirements.

The panel recommended that the Commission's present practice of assigning double channels in the Group B allocations be continued in whatever channels are assigned to commercial television "until such time as these channels are required for broadcast purposes and when so required the commercial relay stations should be required to move upward in frequency".

Theatre television service has been considered by Panel 6 but there is not available sufficient data to determine the technical standards nor the band widths for such service, Mr. Smith said. Channels requested for experimental television relaying would be suitable the panel felt, for theatre service and recommended that experimental work including the multiple-addressee type of service be tried out in the experimental relay channels.

Summing up Panel 6 recommendations, Mr. Smith said a good nationwide television service can be made available on 6 mc channels "very quickly after the war". He added "it now appears as a result of the war that the cost to the public of receivers will be low enough to reach the mass markets".

Sufficient channels in Groups A and B must be provided, he said, to assure that service. Stations should be permitted extensive use of relay services and "finally, to encourage further" development, provision should be made for some channels in the region above 460 mc where experimentation and field testing can be conducted on the subjects of wide band television broadcasting, microwave television relaying and experimental video theatre service.

As to the various types of interference, Mr. Smith listed bursts as the least troublesome in television. He said F2 layer reflections "are not sufficient to give up television channels" in the present location, although during the summer and sunspot cycle they have a tendency to become more pronounced. As to Sporadic E, he said there was only one instance of that type of signal to his knowledge. That was when Chicago picked up the New York television signal. Bursts, he said, decrease as the spectrum goes up.

He testified that shadows "draw up as we go up in frequency". He expressed the belief that shadow difficulty would become greater in the higher frequencies, but Chairman Fly interposed: "I'm trying to find one concrete reason why the shadows should be worse at 100 mc than at 50 mc." Mr. Smith said there was no quantitative data on it.

"Is there any frequency that you believe multipath and shadow is so serious that television becomes impractical?", asked Mr. Denny. "I don't believe we have any practical experience," replied Mr. Smith. "My personal belief is we should set aside a band above 2,000 mc and try it out."

Ask Wider Channels For Better Service

"All right, how many do you want?" interposed Mr. Fly. Mr. Smith testified that television may have to give up Channel 1 (50-56 mc) "to FM", then said he would choose for television that portion of the spectrum between 60-100 mc to get away from Sporadic E and F2. Mr. Denny posed this question: Supposing the entire spectrum were available, where would the witness place a television station?

"I would take a 6 mc channel between 60-100 mc and be willing to keep it forever," said Mr. Smith.

Mr. Smith said wider channels are required in the higher frequencies to provide for better service. He estimated only 50% of the capa-

5000/W + BN + LP = SR
5000/W = 5000 watts over water
BN = popular Blue Network programs
LP = fine local programs!
SR = SALES RESULTS!
Q.E.D.
Never a Dull Moment on
WHDH
BOSTON'S BLUE NETWORK Plus STATION

National Sales Representatives · SPOT SALES, INC., New York · Chicago · San Francisco

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

bilities of a channel had been utilized, but said during the war new techniques have been developed. As to prices, mass production of equipment, much of which was handmade, will bring prices down, he said. The cathode tube, for instance, can now be produced on a mass basis.

"Is there any policy of patent holders that would determine the width of the television channel?" asked Mr. Denny. "None that I know of," replied Mr. Smith. He said Committee 3 didn't set standards on color television, therefore he couldn't say whether a 6 mc channel could provide color.

He said it was practical, under the present system, to "have as big a picture as you want". Home screens can vary in size, depending on demands. Philco plans to make no screens bigger than 18 x 24 inches, he said.

As for television in the higher frequencies (as recommended by CBS and T. A. M. Craven, vice-president of the Cowles Broadcasting Co.), Mr. Smith said it would take at least five years to "get where we are now under the present system". He said it would take two years to "get enough experimental transmitters and receivers out to begin necessary tests" and another two-year period for the tests. "Then if everything has jelled, we'd all get together on a set of standards. So far such meetings have taken a full year—I'd say five years at the least."

Tom Harris, counsel for RCA-NBC, asked if any employes of CBS served on Committees 1, 3 and 4, which recommended retention of the present band for television. Mr. Smith said on Committee 1 was Robert Serrell; Dr. Peter C. Goldmark was member of Committee 3, with Mr. Serrell as alternate, and Mr. Serrell was vice-chairman of Committee 4.

Recommend Higher Television Spectrum

Joseph H. Ream, vice-president of CBS, read the television statement prepared by Paul W. Kesten, executive vice-president [BROADCASTING, Oct. 9], recommending that television be allocated in the upper spectrum. He said, under cross-examination by Commissioner Jett, that CBS proposed that television be continued in the present portion of the spectrum on a temporary basis and that when sets

CHATTING INFORMALLY at the FCC allocation hearings on television last Tuesday were (l to r): Lewis Allen Weiss, vice-president and general manager of the Don Lee Broadcasting System, Hollywood; William J. Dempsey, Washington attorney; R. J. Rockwell, chief engineer of WLW Cincinnati. Mr. Weiss, in his testimony, urged continuance of television in the present spectrum band, said color video is some time away and commercial television, as such, at least three years after the war.

are sold, the purchasers be told that better pictures would be available as quickly as possible.

When Mr. Ream reached that portion of the statement that said General Electric had accepted a CBS order to manufacture a television transmitter "to send forth pictures twice as good, twice as rich in detail as the prewar standards provide", Commissioner Jett interposed:

"It seems to me that if GE has advised they can provide that transmitter, they ought to come here and tell us how they propose to do it. That's vital information. We need it." Mr. Ream said GE did not estimate how long it would take to complete the transmitter.

When Mr. Ream read that portion of the statement urging that "television be moved up in the spectrum above 300 mc where there is room for far higher-grade pictures", Commissioner Jett remarked: "Certainly you don't mean we're going to move present transmitters and receivers?" Mr. Ream replied:

"Certainly not. I think we want a new system and a better system and we've got to go upstairs to do it." He recommended that as quickly as possible, after improved pictures are tested and demonstrated on higher frequencies "the lower frequencies be withdrawn from television service". Again Commissioner Jett interrupted.

"By this statement you'd discard a million or more sets in the hands of the public," said the Commissioner. "You'd have to have dual sets or have a million sets on the hands of the public." Commissioner Jett expressed no fears of the transitional system of television, but said he felt that the present system could not be abruptly halted.

Mr. Ream brought objection from Commissioner Case when he read: "The United States may be within three to six months of full-fledged consumer production of radio and television sets." Commissioner Case commented he didn't think that was a "good statement", adding, "I like to see some facts."

Under cross-examination Mr. Ream said competition with AM broadcasting would not present a serious threat. "Everything that competes for the leisure time of the public is a competitor of AM broadcasting," he commented.

Questioned about the transmitter purchased from Federal, Mr. Ream asserted that "four months after delivery" CBS would provide its new service.

Agency Executives See Bright Future

Two agency executives, at the invitation of TBA, presented statements in which they predicted that television would be a profitable and popular advertising medium.

Raymond E. Nelson, vice-president of the Charles M. Storm Co., New York, said many of the so-called hurdles in the way of television are imaginary. Talking price with reference to video productions at this time is "rather premature", he said, and added: "I think that the television salesman is going to be worth every cent he draws and a lot more and I'd suggest that we stop worrying about the size of his salary until he's had a chance to prove that he's worth it."

Mr. Nelson said experiments by the Storm company had convinced him and his associates that "television is destined to write one of the most dynamic chapters in the

Hon. George Duram
H. W. Kastor & Sons Adv. Co.
Chicago, Ill.
Dear George:
I hear 'em talking around this station about how important it is to keep good public service programs rolling. Guess that's one of the reasons why the boss, Howard L. Chernoff, made arrangements while he was in England to give our listeners still another "terrific" public service program. It's called London Letter, a quarter hour show that's done by McDonald Hastings of the BBC. We carry it once a week, and not only does this program have West Virginia service men on it, but Hastings also gives the latest in war news. Sort of puts us in a class with CBS's Ed Morrow, and certainly puts us "on the beam" for real public service, don't you think?
Regards, Yours, Algy

The W. Va. Network

WCHS Charleston
WPAR Parkersburg
WSAZ Huntington
WBLK Clarksburg

THE SUNSHINE BOYS
SPONSORED BY Colonial Stores
WAGA PRODUCED FOR 14 STATIONS

8 COWBOYS
SPONSORED BY THE SPEARMAN BREWING CO.
WAGA PRODUCED FOR 8 STATIONS

LEW CHILDRE
SPONSORED BY THE IGLEHEART DIVISION OF GENERAL FOODS
WAGA PRODUCED FOR 23 STATIONS

LIGHTCRUST DOUGHBOYS
SPONSORED BY THE BURRUS MILL AND ELEVATOR COMPANY
WAGA PRODUCED FOR 6 STATIONS

OUTSTANDING PRODUCTION
WAGA
ATLANTA
OUTSTANDING PROGRAMS

5000 WATTS ON 590 KILOCYCLES REPRESENTED BY HEADLEY-REED CO.

story of advertising . . . . I can only say that television—today's television—will do a selling job that staggers the imagination."

He said the public wants television at the "earliest possible opportunity". He discounted the idea that television would be acceptable as a novelty. Rather, his experiences proved, he said, that "the novelty appeal wears thin fairly quickly".

"I believe that television is here today—right now; that an advertising giant awaits only the loosening of his chains to render staunch service to American industry," Mr. Nelson concluded. "And I'm convinced that the American public wants it to be V for Video Day, too."

Frederick A. Long, in charge of television and motion pictures of BBDO, said: "We consider television a new and potentially most effective advertiser." He forecast that advancement in the art would be far more rapid than that of AM broadcasting and motion pictures.

"I believe I am correct when I say that BBDO has produced television programs on a one-time basis for more sponsors than any other advertising agency," said Mr. Long. He listed the B. F. Goodrich Co., General Electric Co., *Reader's Digest*, Remington Arms Co., Hamilton Watch Co., Easy Washer Co. among clients for whom his agency has built commercial television programs.

Experience with programs on WRGB Schenectady, the GE station, indicates, said the witness, that "young people are a big factor in television". He said 23% of the television audience in Albany, Troy and Schenectady for Sunday evening programs are youths under 18.

Sees No Death Of Program Fare

Asserting that BBDO had been in television production for a year-and-a-half, Mr. Long said, "If it is possible for us to do this, it is also possible for some 50 or more other agencies to do the same thing to some degree and some of them are already going about it. . . . I can anticipate no dearth of program fare for the public of acceptable quality . . . It is my firm belief that advertisers will be willing to sponsor these programs, whenever they can foresee an adequate return—perhaps even earlier."

Mr. Long, likewise, said he saw no barriers which would make the cost prohibitive, even if a program is released over a network of a "very few stations". As to types of programs most popular, he listed music variety and audience participation as good for television. Sports programs rank high, light opera is good; so is news, he added.

"Most of the program types acceptable to radio are also acceptable to television and in addition some are good on television, because of the picture, that would be unwelcome on radio," Mr. Long declared. "I do not particularly worry about distribution of these sponsored programs, whether by relay-station network, coaxial cable, film or otherwise. Of course, the easier the distribution can be made, the better. But if the audience is there in sufficient numbers to be worth reaching, the broadcasters, the sponsors and their advertising agencies will find a way."

Mr. Long opposed any plan to "defer the availability of television to the broadcaster, the program sponsor and the public itself."

Dr. Peter C. Goldmark, chief television engineer of CBS, testified Tuesday morning: 'We believe we can prove that the new system would be superior to any yet utilized, but at the same time we shall strive to maintain, and wherever possible to improve, the technical quality of television pictures under the present standards."

Citing data tending to show that television pictures must be larger than those of prewar vintage, Dr. Goldmark said CBS proposes to widen the present 4 mc video portion of the band to 10 mc, which would require a maximum channel of 16 mc to be utilized for transmission in black-and-white at 735 lines per picture or in color with 525 lines. He cited technical information upon which CBS based its conclusions.

He brushed aside arguments that before color television is ready, a full electronic color system must be developed and pointed to the fact that a 16 mm film, "which television must match in quality if it is to meet the expectations of the public is thrown onto the screen in our homes by a thoroughly non-electronic device known as the movie projector."

Tells of Problems Facing Color Television

The CBS proposed color system is 95% "electronic" and only about 5% mechanical, he said, adding that in the UHF method the projection receivers will be capable of reproducing either black-and-white or color transmissions, and the rotating color disk of about nine inches in diameter will run at a moderate speed. These receivers can be manufactured at a cost not much higher than the black-and-white receivers, he added.

Of several types of tubes which have been developed and used in military equipment during the last few years, at least one in particular "shows real promise for television", he said. "It will supply adequate power for broadcast purposes and is capable of being modulated over the proposed 10 mc video band.

"The radio frequency output can be amplitude modulated by any amount up to 100% or it can be frequency modulated," he continued. "These devices are thoroughly practical, and some already have been produced in large quantities. In-

Bucilla Expands

BERNARD ULMANN Co., New York, is adding five or six stations to its current list of 17 in the promotion of Bucilla yarns using thrice-weekly participations on women's interest programs. Agency is Grey Adv., New York.

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- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

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ANY HOUR—AND DAY
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A Proven Sales Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-0333.

IN WBNX SERVICE AREA THERE ARE:

2,450,000	Jewish Speaking Persons
1,522,946	Italian Speaking Persons
1,236,758	German Speaking Persons
661,170	Polish Speaking Persons
200,000	Spanish Speaking Persons

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

deed, there is indication that vacuum tubes capable of even higher power, ensuring a satisfactory high definition television broadcast service in the UHF spectrum, will be available commercially immediately after the war."

Dr. Goldmark said an important feature of the proposed wide band television system is the elimination of a separate sound transmitter. Sound will be transmitted, he explained, by the picture transmitter entirely within the video band during the synchronizing intervals.

Receivers designed to utilize this method of sound transmission are less expensive to build, he told the Commission, since they do not require the use of a separate intermediate frequency amplifier for sound. Arrangements have been made with Zenith Radio Corp. to furnish a sufficient number of receivers to carry on experimental and developmental work, according to Dr. Goldmark.

The witness said published data indicates the interference to service area ratio at 60 mc is 11-1, but only 3-1 at 500 mc. "Many of the detrimental effects of multipath transmission which have been observed at very high frequencies will undoubtedly continue to plague us in the ultra highs, at least for a while," said Dr. Goldmark. "It is important to note, however, that these reflections are not likely to be more numerous or more intense at, say, 500 mc than they are known to be around 100 mc."

Lists Interference Factors by Importance

Cross-examined by Dr. Denny, Dr. Goldmark said he thought FM would function well between 80-100 mc "or thereabouts". He listed, in the order of importance, the following interferences, multipath and shadow, first; Sporadic E second, F_2 layer third, noise fourth and bursts fifth.

He said receivers for the UHF band would be cheaper to manufacture than those of the present band. He added CBS should be able to go on the air with its "entire system" of UHF television "within a year". Receivers are not a problem, he asserted, either for color or black-and-white, in the UHF band. He declared that enough work has been done to date to "predict this service an absolute certainty".

Dr. Goldmark estimated that if Federal delivers the first unit of the transmitter in eight months, and there are no other interruptions, within three months after its installation CBS should be able to "show some definite results". He said the network endorsed the Panel 6 relay recommendations. Asked by Commissioner Jett if 735-line definition should be the standard for the next decade, Dr. Goldmark said: "That should be the optimum standard longer than the next decade".

Cross-examined by Mr. Roberts, Dr. Goldmark declined to make a recommendation as to continuance of the 6 mc band in the lower frequencies, saying "that is up to the Commission" but he emphatically stated. "I'm not tossing 6 mc standards overboard. We will do all we can to help develop television, if that's the standards." He added, however, that 16 mc television is 2½ times better than 6 mc.

Mr. Weiss had no prepared statement but, answering questions propounded by Mr. Denny, said the only objections to the present 10x12-inch screen came from those who don't own television sets. Owners are satisfied with them. Agencies, he said, have displayed an unusual amount of interest in television and regard it as the "third dimension of advertising media".

He regards color television as remote and urged the Commssion to proceed with the system now in use. Don Lee has a quarter of a million dollars invested in present standard television, which would be lost should video be moved elsewhere in the spectrum.

He estimated the technical cost of producing television on a 12-hour daily basis at $150 per hour. Among problems facing telecasters are the "craft unions", he said, many of which now are organized among movie workers and which have been eyeing radio, particularly television.

Weiss Calls Video A 'Luxury Item'

Mr. Weiss said he didn't think television could be self-supporting in a community of less than a half-million population. "Television is not a poor man's paradise," he declared. "It's a luxury item. It will take several years yet to be self-sustaining." He pictured television as a novelty rather than entertainment.

The Don Lee executive said he didn't think television could be operated on a full commercial basis, four hours daily, for at least "three or four years". He said he couldn't anticipate when the art would reach the point where broadcasters could sell a program service 12 hours daily. He visioned video as primarily an evening service when the entire family could enjoy it.

Dr. George R. Town, director of engineering research of Stromberg-Carlson Co. and chairman of Committee 3, RTPB Panel 6, said his firm endorsed the RTPB recommendations. Answering technical questions put by Mr. Denny, he said the average drift of a good commercial receiver on 50 mc is plus or minus 0.05% and on a 250-300 mc receiver plus or minus 0.06%. "As you go higher you have greater problems in the receiver," he said.

He estimated the cost of a receiver for 300-1,000 mc would be about twice that of one 50-100 mc, after citing technical data as to changes necessary in the two receivers. When Dr. Goldmark submitted a question asking if Dr. Town knew that a 6-tube IF amplifier exists, David B. Smith, Panel 6 chairman, objected, contending that the particular amplifier was classified and it shouldn't be discussed.

"I don't think it makes a durn bit of difference," snapped Chairman Fly. "If he wants to discuss that here, that's his business." In the ensuing argument, in which Mr. Smith objected to the presentatidn "by one side of classified information" while the other side wasn't using such data, Dr. Goldmark took the stand to say:

"I think it's exaggerated to raise the IF amplifier question. Before the war I saw in Germany 715-line definition. There is nothing classified about what I asked." Then he added: "It is incorrect to say a receiver in the higher spectrum would be double in cost. I'm not taking advantage of classified material. The IF amplifier I referred to is not classified."

Dr. Town said he agreed with Dr. Goldmark that "the cost of IF

Big Six Sponsored

CITY National Bank of Kansas City, a new radio advertiser, has signed for sponsorship, during the 1944 season, of Bix Six football games on KMBC Kansas City, it was announced last week by E. P. J. Shurick, KMBC sales promotion and publicity director. Games will be broadcast by Sam Molen, formerly of the West Virginia Network, who was himself a football, baseball and track athlete. Agency handling the City National Bank account is R. J. Potts-Calkins & Holden Inc., Kansas City.

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250,000 PROSPECTS
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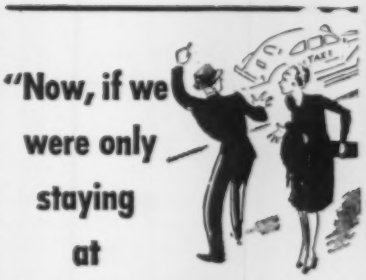

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

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the "Royal Family" of pick-ups, cutters, jewel points

AUDAX, now available through HARVEY, distributor of fine radio and electronic equipment, represents the ultimate in professional recording accessories. AUDAX Pickups are made with the unique "relayed-flux" principle so largely responsible for the sharp, clear-cut facsimile reproduction of Microdyne. Into the Pickups, as well as the Cutters and Jewel Points, has gone the delicate precision craftsmanship of masters of the trade. Long noted for its engineering and mechanical perfection, AUDAX equipment is used in radio stations, recording studios and wherever the performance requirements are exacting.

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WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
RETAIL SALES UP
Again in November
A predicted increase, according to Sales Management, of 10.5% over last year's record high in Hartford. WDRC will sell your product in Connecticut's Major Market.
USE WDRC TO CONNECT IN CONNECTICUT

Down South It's
WLAC
NASHVILLE, TENN.
50,000 WATTS
THE INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY
NATIONAL REPRESENTATIVES PAUL H. RAYMER

STOVIN & WRIGHT
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

stages is not a major factor" in receiver manufacturer, but he stuck to his original statement that the overall cost would be double. Mr. Denny asked him if the retail price of a receiver was $150 what the manufacturing cost would be. Dr. Town said the markup ranged from 2½-1 to 5-1. He suggested an average of 3½ or 4-1.

James D. McLean, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for three types of television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $117 per hour; an intermediate station at $80 per hour and a satellite at $27 an hour (complete details on page 32).

Facsimile Seen As Police Service

Beginning Group 3 hearings (police, fire, forestry, special emergency, provisional, special services, motion picture) last Wednesday morning, Glen E. Nielsen, assistant chief, Safety & Special Services Division, FCC Engineerng Dept., outlined present allocations of the various police services and submitted exhibits showing conflicts between proposals by IRAC, the RTPB and present allocations.

Capt. Donald S. Leonard, chairman of the communications committee and past president, International Assn. of Chiefs of Police, who also represented Committee 1, Panel 13, RTPB, urged the Commission to set aside sufficient spectrum space to permit all police departments to function efficiently. He said about 850 fixed stations are now operating on 35 medium frequency channels between 1601-2490 kc and 830 police radiotelephone fixed stations are operating on the 29 "overcrowded frequencies of the 30-40 mc band". Many other frequencies will be required in the expansion of service following the war, he added.

Capt. Leonard visioned facsimile as a great weapon in the hands of law enforcement officers fighting crime. He depicted walkie-talkies in controlling traffic and other policing duties.

"Police forces throughout the nation were indignant at the effrontery of the Interdepartment Radio Advisory Committee," Capt. Leonard told the Commission. "The IRAC displayed an utter disregard for a service which, according to its own announced plan of observing a general order of priority for radio services involving the preservation of life and property, should have been accorded an increase in frequencies." He charged the IRAC recommendations would remove from "occupancy of 35 medium frequency channels between 1601-2490 kc affecting 900 police stations; would junk the intercity police telegraph network; ignore the needs of police for facsimile, and would jam a service so essential to orderly government from a total of 76 channels now in use in all bands to 45 channels in the 30-40 mc band."

IT COSTS MONEY to operate a television station, James D. McLean (r), sales manager of television transmitting equipment, General Electric Co., Schenectady, told Mrs. Martha Kinzie, assistant secretary of the Radio Technical Planning Board. They were interested spectators at the FCC television allocation hearing last Tuesday. Mr. McLean testified as to costs of television equipment and operation.

Capt. Robert L. Batts of the Indianapolis Police Dept., representing the Associated Police Communication Officers and the International Assn. of Chiefs of Police as chairman of the Police Committee, said the present trend among police agencies is toward the very high frequency spectrum, above 30 mc, using FM in all new installations replacing worn out equipment. Recent tests and demonstrations of FM on 118 mc indicate definite possibilities for municipal and county police fixed station and mobile use, Capt. Batts said. He made the following recommendations for allocations:

Channels 8 kc wide, 1601-2490 kc; channels 40 kc wide, 30-40 mc; channels 50 kc wide, 121-137 mc; undetermined channel widths, 320-330 mc.

E. C. Denstaedt, Detroit Police Dept.; George K. Burton, radio supervisor of KQCE, the sheriff's office, Contra Costa County, Martinez, Cal.; Roy Groenier, Madison, Wis., police department; Francis Burns, New York City police department; Donald J. McFarlane, Boston police department, and G. B. McMurphy, Alameda County, Cal., sheriff's office, spoke in behalf of municipal and county police radio.

Testifying for state police, in addition to Mr. Adritsh, were Frank W. Walker, chief engineer of the Michigan State Police and vice-chairman of RTPB Panel 13, and R. A. Kridler, supervisor of communications for Southern California, California Highway Patrol, and representative of Committee 1, RTPB Panel 13.

Appearing on behalf of police point-to-point service were Capt. Leonard, Capt. Batts and Harry Duncan. Representing the Eastern States Police Radio League were: Sgt. D. J. McFarlane, radio supervisor of Boston Metropolitan Police, president; Lt. Arthur H. Vickerson, radio supervisor, Police Headquarters, Boston; Walter Hartford, radio supervisor, Newton (Mass.) Police; Lt. W. T. Armstrong, communications officer, Massachusetts State Police; Capt. Lewis J. Boss, radio supervisor, Warwick (R. I.) Police; Lt. Walter J. Boas, communications officer, Connecticut State Police.

Attending the hearings as official observers were the following officers who assisted in the elaborate presentation on police radio services: Capt. Jack Wilt, Kansas City, Kan.; William Lee, Virginia State Police; Supt. Gerald Sutton, Iowa State Police; Lt. Donald E. Wagner, Pennsylvania State Police; Lt. Perry E. Griffith, Tennessee State Police; T. J. Dolan, attorney, State of Tennessee; Toland McGettigan, assistant law director, law enforcement, California State War Council, representing Gov. Earl Warren.

Acting Chairman Paul A. Walker commended the police on the thoroughness "for the way you've presented this testimony. We appreciate the patriotic services the police organizations are rendering," he said. "I know many of you have come here at your own expense and I want you to know the Commission is extremely grateful."

Commissioner Walker, during late afternoon testimony Thursday, told witnesses that the FCC realized the necessity of radio communications in preference to landwire services in police work. He asked that the witnesses make their wants as to spectrum space known.

Inspector Denstaedt, summarizing testimony, made the following recommendations on behalf of the various police organizations:

Retention of the present 31 channels in the medium frequencies, 1610-2490 kc; 25 channels, 2,000-8,000 kc; 86 channels, 30-40 mc; 2 channels, 116-138 mc; 3 blocks of channels, 121-123 mc, 124-126 mc, 135.650-137.650 mc, making 122 channels requested for that region;

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, WSIX
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
WSPA 5000 Watts Day 1000 Watts Night 950 kc. CBS
Spartanburg, S. C.
Represented by Hollingbery

ge block of channels, 320-330 mc; additional channels for experimental work up to 10,000 mc. Inspector Jenstaedt pointed out that the total police requests are "just slightly more than one and one-half television channels, for channels below 300 mc."

Importance of Municipal Services Stressed

Appearing again for the FCC, Mr. Nielsen said four channels with a total band width of 184 kc in the 1-133 mc band are allocated to municipal fire services, whereas the RTPB requests 41 channels, using a total width of 1708 kc in the 1-133 mc band.

Mayor LaGuardia, heading a list of witnesses on behalf of fire services, presented a resolution adopted by the U. S. Conference of Mayors calling on the FCC to "thoroughly consider the needs of fire and police services to the end that an adequate number of radio channels are made available." He pointed to the need for two-way police and fire radio service.

"I know the pressure for frequencies from commercial enterprises, but I submit that municipalities should receive first priority after the armed services," said the mayor under cross-examination. In New York alone, he said, police and fire radio services have saved 25-30% manpower in the present help shortage.

Herbert A. Friede, communications officer of the District of Columbia and chairman of Committee 2, Panel 13, who cited statistics on fire losses and insurance, said: "Adequate emergency communications facilities for the fire service may ultimately cause a reduction in existing rates, which will amount to a considerable saving to the taxpayers of our nation in the form of savings on insurance policies and a dividend on their investment." He presented exhibits showing radio needs of all sizes of municipalities.

Also appearing for fire services were: C. G. Lauber, National Board of Fire Underwriters; Percy Bugbee, National Fire Protection Assn.; Samuel Pope.

K. F. Williams, superintendent of Forest Fire Control, New York State Conservation Dept., and chairman of Committee 3, RTPB Panel 13, requested a total of 52 channels in various bands from below 40 mc to 161 mc, some to be shared with police, power, transit utilities and railroads. A total of 21 witnesses was heard in behalf of forestry services.

Vick's 37 in Canada

VICK CHEMICAL Co., Windsor, Ont., has started announcements and transcribed programs on 37 Canadian stations. Account was placed by Morse International, New York.

Eversharp Increases

MOVING further up into the roster of major network advertisers, Eversharp Inc., Chicago, will have three programs on the air next month with the addition of a CBS program starring Orson Welles, who will also write, direct and produce. Tentatively scheduled to start Nov. 17 under the title *The People Request*, it will be heard on CBS Friday, 7:15-7:30 p.m. Mr. Welles will vary the pattern of the show from week to week, adhering in general to a dramatic format, and drawing some of his ideas from listeners' suggestions. Eversharp has been gradually increasing network advertising since the appointment of Biow Co., New York, as agency, in 1940. Firm started *Take It or Leave It* on CBS that year, increasing the network from time to time, and now using virtually the full network Sunday, 10-10:30 p.m., and continuing *Let Yourself Go* on 164 Blue stations Tuesday, 10:30-11 p.m.

Refrigeration Names

REFRIGERATION Corp. of America, New York has appointed Peck Adv., New York, to handle advertising of home and farm freezers, and frozen food locker plants. Radio will probably be used.

Jacksonville Bears Brunt of Hurricane

Many Stations Off the Air As Storm Hits Southeast

FLORIDA stations bore the brunt of the hurricane which swept through the Southeast last week, with Jacksonville, hardest hit of Florida cities as broadcasting service was concerned, reporting three of the four stations off the air.

WJAX Jacksonville, according to a report phoned to BROADCASTING from General Manager John J. Hopkins III, was the only station remaining on the air, with WJHP WMBR and WPDQ completely out of commission. WPDQ was still off the air at 4:15 p.m. Friday as BROADCASTING went to press. WJHP, Jacksonville's Blue outlet, suffered the only physical damage when the storm knocked out its tower.

The gale at Miami's airport reached a high of 65 m.p.h., Mr. Hopkins reported. He said WJAX had received commendation for its storm service from the Coast Guard. One of the reactions of the storm which impressed Mr. Hopkins particularly was the large number of listeners to WJAX who reported hearing programs over their car sets, when the regular home receivers were knocked out through power failure.

Others Hit

WFTL Ft. Lauderdale was off the air from noon till 4 p.m. Thursday when the telephone circuit failed. At Ft. Myers, WINK (formerly WAAC) a CBS outlet, lost its network at 8:30 p.m. Wednesday, resuming network operation at 10 a.m. Friday.

In Washington, the FCC received reports from many Florida stations. According to FCC Assistant Chief Engineer John A. Willoughby, WLOF Orlando went off the air at 8 a.m. Oct. 19, while WSTP St. Petersburg, and WFOY St. Augustine were also reported off.

Two Miami stations, WIOD (NBC) and WQAM (CBS), lost their networks through trouble at Jacksonville and not because of storm conditions in Miami, which itself suffered a 65-m.p.h. wind. WIOD gave 24-hour service, according to General Manager James Le Gate, who told BROADCASTING that Miami was prepared for such a storm as it had experienced so many in the past. Over in Miami Beach, WKAT lost its network (Blue) during the day for a few hours on Thursday.

In North Carolina, A. D. (Jess) Willard Jr., manager of WBT Charlotte, reported that the station's only loss was the last seven minutes of a service program, *Marines in the Making*, 4-4:30 p.m. Thursday, which the station feeds to CBS from Parris Island, S. C., 60 miles away. WBT Engineer Elwood Strope and Producer Larry Walker were marooned on Parris Island with the WBT station wagon. WBT was undamaged.

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MORE RF KILOWATT HOURS PER DOLLAR WITH
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High Power Tube Specialists Exclusively

Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 14 TO OCTOBER 20 INCLUSIVE

Decisions . . .

OCTOBER 16

York County Broadcasting Co., Rock Hill, S. C. Granted mod. CP authorizing new station (WHHI) for extension completion date to 12-13-44.

Ewing Broadcasting Co., Jackson, Miss.—Granted CP covering new station (WJXN) for approval antenna, transmitter location; conditions.

Evansville on the Air Inc., Indianapolis—Placed in pending file application new FM station.

Harbenito Broadcasting Co., Harlingen, Tex. Same.

KJBS Broadcasters, San Francisco. Same.

Telecast Inc., Roanoke Rapids, N. C. Same.

Warner Bros. Broadcasting Corp., Hollywood Same.

Evening News Press Inc., Port Angeles, Wash. Granted mod. CP new station (KONP) to change type transmitter, make changes antenna, approval transmitter location; conditions (action taken 10-6-44).

WCOL Columbus, O.—Granted vol. assgn. license from WCOL Inc. to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley, and Grace M. Pixley d/b The Pixleys. No monetary consideration.

KORN Fremont, Neb.—Granted acquisition of control by Arthur Baldwin through purchase 139 sh from Lloyd C. Thomas, Earl J. Lee, S. S. Sidner, A. C. Sidner and H. A. Gunderson for $8,754.70.

KVOX Moorhead, Minn.—Granted relinquishment control by David C. Shepard through transfer 68 sh. No monetary consideration.

KTFI Twin Falls, Ida.—Granted license renewal for period ending 11-1-45.

WDRC Hartford—Same.

WEBC Duluth, Minn.—Granted license renewal for main and auxiliary transmitters for period ending 11-1-45.

The Regents of the U. of Michigan, Ann Arbor, Mich.—Granted CP new noncommercial educational station, 42,100 kc, 50 kw, special emission for FM, unlimited.

Commercial Radio Equipment Co., Washington, D. C.—Granted CP new developmental broadcast station, frequencies to be assigned from time to time by Commission, 250 w unlimited; conditions. Also granted CP new developmental satellite broadcast station 100 w, unlimited; conditions.

OCTOBER 17

Texas Star Broadcasting Co., Houston, Tex. Adopted order granting application for license of KTHT Houston.

WSAR Fall River, Mass.—Announced Decision and Order granting application for vol. assgn. license from Doughty & Welch Electrical Co. to Fall River Broadcasting Co.

OCTOBER 18

KMJ Fresno, Cal. Granted petition intervene in hearing on KFXD application change assignment and move, and applications of Queen City Broadcasting Co. and Idaho Broadcasting Co. for new stations Boise.

Rochester Broadcasting Corp., Rochester, N. Y.—Granted petition take depositions.

Idaho Broadcasting Co., Boise, Ida. Granted petition take depositions.

Mississippi Broadcasting Co., Jackson, Miss. Withdrawn motion for waiver rule regarding filing time depositions. Granted motion for leave to amend application for new station and to sever from consolidated hearing.

Centennial Broadcasting Co., Portland, Me. Granted petition for leave to amend application new station.

KMLB Monroe, La.—Granted petition for continuance hearing now set Oct. 25 to Nov. 24.

Mississippi Broadcasting Co., Macon, Miss. Granted motion for continuance hearing now set Oct. 20 to Nov. 17 re application and that of Birney Imes Jr. for new stations.

KSFO San Francisco, KROW Oakland—Granted motion for contiuance hearing on license renewal applications now set Oct. 26, and continued same to Dec. 6.

KVOE Santa Ana, Cal.—Granted motion for leave to amend application for CP change assignment and removed same from hearing docket.

Tentative Calendar . . .

OCTOBER 25

KMLB Monroe, La.—CP 1440 kc 1 kw unlimited DA-N.

Applications . . .

OCTOBER 16

Passaic Daily News, Paterson, N. J. CP new FM station, 49,900 kc, 3,878 sq. mi., $39,810 estimated cost.

WHAI Greenfield, Mass. CP new FM station, 49,900 kc, 3,556 sq. mi., $19,500 estimated cost.

KNOE Monroe, La.—License to cover CP new station

Rock Hill, S. C.—Mod. CP authorizing York County Broadcasting Co., new station (WRHI) for extension completion date from 10-15-44 to 12-13-44.

KFFA Helena, Ark.—CP change 1490 kc to 1230 kc.

WIS Columbia, S. C.—CP new FM station, 43,100 kc, 16,230 sq. mi., $116,000 estimated cost.

Ned Shepler, Lawton, Okla.—CP new FM station, 48,900 kc, 4,500 sq. mi., $38,000 estimated cost.

WIBW Topeka—CP new FM station, 45,500 kc, 4,804 sq. mi., $23,787 estimated cost.

Coast Ventura Co., Ventura, Cal.—CP new standard station, 1450 kc 250 w unlimited.

Western Radio Corp., Pasco, Wash. Mod. CP authorizing new station (KPKW) for approval antenna and transmitter and studio location.

KTNM Tucumcari, N. M.—Vol. assign. license from Lester Q. Krasin and Otto A. Krutzner to Hoyt Houck, Robert D. Houck, Walter G. Russell and Lonnie J. Preston d/b Tucumcari Broadcasting Co.

KOIN Portland, Ore.—CP new FM station, 45,700 kc, 12,856 sq. mi., $40,000 estimated cost.

WAVE Louisville, Ky.—CP new commercial television station, Channel 1.

OCTOBER 18

Voice of Talledega, Talladega, Ala.—CP new standard station, 1230 kc 250 w unlimited.

KTOP Inc., Topeka—CP new standard station, 1400 kc 250 w unlimited.

KVAN Vancouver, Wash.—CP change 910 kc to 930 kc, 500 w D 250 w N to 500 w D unlimited, amended to change requested power to 500 w DN, install DA-DN and change transmitter site.

KTSW Emporia, Kan.—CP change 1400 kc to 1490 kc and make changes in equipment (petition to reinstate).

OCTOBER 20

The Yankee Network Inc., Hartford, Conn.—CP new commercial television station, Channel, 9.

Gulf Broadcasting Co., Mobile, Ala. CP new standard station, 1490 kc 250 w unlimited.

Capital Broadcasting Corp., Little Rock, Ark.—CP new standard station, 1400 kc 250 w unlimited.

WFLA Tampa, Fla.—License cover CP increase power, changes DA-N.

Kansas City Star Co., Kansas City—CP new FM station, 44,500 kc, 26,400 sq. mi., $170,850 estimated cost.

KDYL Salt Lake City—CP new commercial television station, Channel 1.

Olympic Broadcasting Co., Port Angeles, Wash.—CP new standard station (application dismissed).

Network Accounts

All time Eastern Wartime unless indicated

New Business

P. LORILLARD Co., New York (Old Gold cigarettes), on Oct. 25 starts *Which Is Which* on about 140 CBS stations, Wed. 9:30-10 p.m., having discontinued Oct. 18 Allan Jones on 122 CBS stations, Wed. 8-8:30 p.m. Agency: J. Walter Thompson Co., N. Y.

SUPERTEST PETROLEUM Corp., Toronto, on Nov. 6 starts *Command Performance* on 24 CBC Dominion network stations, Mon. 8-8:30 p.m. Agency: Harry E. Foster Agencies, Toronto.

Renewal Accounts

WM. WRIGLEY Jr. Co., Chicago (gum), on Oct. 28 renews *America in the Air* on 140 CBS stations having added 5 stations, Sat. 7:30-8 p.m. (rebroadcast 11 p.m.). Agency: J. Walter Thompson Co., Chicago.

WHITEHALL Pharmacal Co., New York, on Oct. 25 renews on 51 CBS stations *Easy Aces*, Wed. 7:30-8 p.m. (Anacin), *Mr. Keen, Tracer of Lost Persons*, Thurs. 7:30-8 p.m. (Kolynos toothpaste, toothpowder), *Friday on Broadway*, Fri. 7:30-8 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y.

CHESEBROUGH Mfg. Co., New York (Vaseline preparations), on Oct. 25 renews *Dr. Christian* on 132 CBS stations, Wed. 8:30-8:55 p.m. (rebroadcast 11:30 p.m.). Agency: McCann-Erickson, N. Y.

BOURJOIS Inc., New York (Evening in Paris face powder), on Oct. 12 renewed *Ray Blocks Orchestra* on 122 CBS stations, Thurs. 10:30-11 p.m. Agency: Foote, Cone & Belding, N. Y.

LEHN & FINK Products Corp., New York (cosmetics), on Oct. 23 for 52 weeks renewed *Blind Date* on 177 Blue stations, Mon. 8:30-9 p.m. (repeat 12 Midnight). Agency: Wm. Esty & Co., N. Y.

AMERICAN DAIRY Assn., Chicago (dairy products), on Oct. 29 for 13 weeks, renews *Voice of the Dairy Farmer* on 20 Mutual-Don Lee western stations, Sun. 12:15-12:30 p.m. (PWT). Agency: Campbell-Mithun Adv., Minneapolis.

LOS ANGELES SOAP Co., Los Angeles (Sierra Pine soap, Scotch Cleanser), on Oct. 23 for 52 weeks, renews Art Baker on 18 NBC western stations and adds KFSD making total of 19 stations, Mon. thru Fri. 10:45-11 p.m. (PWT). Agency: Raymond R. Morgan Co., Hollywood.

PRINCE MATCHABELLI Inc., New York (perfumes, cosmetics), on Oct. 15 for 13 weeks renewed *Stradivari Orchestra* on 43 NBC stations, Sun. 12:30-1 p.m. Agency: Morse International, N. Y.

SWIFT & Co., Chicago (all products) on Oct. 30 renews for 52 weeks *Breakfast Club* on 195 Blue stations Mon. thru Sat. 9:30-9:45 p.m. (repeat 11:30 a.m.). Agency: J. Walter Thompson Co., Chicago.

Gillette Sponsors Army-Navy Game

GILLETTE SAFETY RAZOR Co., Boston, last Saturday announced it had made arrangements for worldwide broadcasting Dec. 2 of the Army-Navy football game to which it has secured exclusive broadcast rights. Contract, signed by J. P. Spang Jr., Gillette president, and Capt. C. O. Humphreys, USN, director of athletics at the Naval Academy, provides for nationwide coverage in this country, direct from Thompson Stadium, Annapolis, Md., on a "complete coast-to-coast network" and transmission to the armed forces in all war theatres through shortwave facilities supplied by the Armed Forces Radio Service. Announcement of the network and radio reporters will be made at a later date, it was stated.

in the CONTROL ROOM

JOHN PENAZ, after 16 years with NBC Chicago, has joined the technical staff of WGES Chicago.

K. C. (Casey) AMBLER, former engineer of KFWB Hollywood, and for the past several years ground station operator for Pan American Airways, has returned to KFWB.

WILLIAM CARBERRY, former engineer of KQW San Francisco, has joined KPAS Pasadena, Cal., replacing Patrick Walsh. Latter has joined CBS Hollywood technical staff.

ARCH GRIFFIN, new to radio, has joined the KGFJ Los Angeles engineering staff.

THOMAS L. BUSCH, formerly of WDAS Philadelphia, has joined the engineering staff of WIBG Philadelphia.

GAIL BRANCH, Nancy Bugbee and Charles Tessier are new additions to the control staff of WWNY Watertown, N. Y.

DONALD F. LANGHAM, former engineer at WFBL Syracuse, has been promoted to a first lieutenant in the Signal Corps.

LOIS JEAN WICK, relief operator and recording supervisor at KDLR Devil's Lake, N. D. has returned to Macalaster College, St. Paul, Minn. to take an electrical engineering course. She is the daughter of Bert Wick, KDLR manager. Richard Moritz, released by the Army, has returned to his job as chief engineer of KDLR. Rose May Shelton, new to radio, has been added to the KDLR transmitter staff.

WALTER LINDSAY, NBC transmitter engineer, is the father of a girl.

BETTE NOWELL, new to radio, has replaced Elizabeth Carter, resigned, as recording engineer at KUTA Salt Lake City.

CLIF PORTER, former operator with the War Dept., has joined the engineering staff of WCED DuBois, Pa.

STERLING DRUG Inc. (Ironized Yeast Tablets) and Ruthrauff & Ryan, advertising agency, were cited last week by the Federal Trade Commission in a complaint charging false representations by radio and other media of therapeutic properties of the preparation.

Radio News Editor Analyst

With a background of 19 years in newspaper work and 4 years as a radio news editor and analyst, I am seeking a larger opportunity. Seven of my years as a newspaperman were spent in foreign fields. Have had 14 months of network experience. Now commentating on a regional CBS station and have a high listener rating.

Box 811
Broadcasting

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Account Executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Announcer and announcer operator. Good opportunities for right man with NBC affiliate now under new ownership. Must be conscientious, sober. Audition transcription necessary. 45-hour week, base salary plus talent fees. Address Box 765, BROADCASTING.

Two good news reporters, day and night side. Outside and desk work. Also good newspaper. Only men desiring permanent position wanted. Write WHBF, Rock Island, Ill., stating qualifications, salary requirements, etc. All applications confidential.

TOP-NOTCH ANNOUNCER FOR STAFF WORK ON 5 KW NBC BASIC STATION IN LARGE MIDWESTERN CITY. THIS IS AN EXTRAORDINARY OPPORTUNITY FOR A DEPENDABLE EXPERIENCED MAN WITH AN EYE ON FM AND TELEVISION. IF YOU ARE THE RIGHT MAN, YOU KNOW WHAT WE WANT TO KNOW ABOUT YOU. TELL US, IN A LETTER, TODAY! BOX 815, BROADCASTING.

Announcer—With experience on panel and transcription tables, by 1000 watt midwestern network station. Excellent working conditions and top salary to start. Write giving full particulars care Box 829, BROADCASTING.

Radio and newspaperman, experienced, needed for arranging educational radio show on national hookup, originating Washington, D. C. State background and salary desired. Reply Box 823, BROADCASTING.

KKY Radiophone Company, Oklahoma City, Oklahoma has opening for man who knows news, can rewrite and present newscasts on air.

ANNOUNCER WANTED. YOUNG MAN INTERESTED IN FUTURE. WREN, LAWRENCE, KANSAS.

Wanted—Combination operator and announcer first class license. Also announcer with restricted license. Pay above average. Fine year-round climate. KSUN, Bisbee, Ariz.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Announcer—Are you an all-round experienced announcer who can handle controls? Tell us about yourself, where you have worked, what your experience has been. Good salary and opportunity for the man who can qualify. Address Box 817, BROADCASTING.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDF, Flint, Michigan.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI Pocatello, Idaho.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devil's Lake, N. Dak.

Wanted—Chief engineer for 250 watt Mutual station RCA equipment. Necessary to take regular operators shift. $200 per month to start plus some overtime. Write or wire C. O. Chatterton, KWLK, Longview, Wash.

Progressive southern station wants announcer with some record jockey experience. Salary $45 weekly. Good permanent working conditions. Blue Network station. Box 750, BROADCASTING.

WANTED—TWO FIRST CLASS ENGINEERS MIDWEST AREA NON-DEFENSE AREA. ATTRACTIVE WAGES. NORMAL HOURS. POST-WAR FUTURE. BOX 821, BROADCASTING.

Announcer wanted! Must be experienced. Top salary paid for right man. Send voice transcription and full particulars to A. R. Cooper, Program Director, WFDF, Flint, Michigan.

Situations Wanted

Chief engineer fully experienced in all phases of work. Desires permanent connection with southern station. Married, 4F. Box 789, BROADCASTING.

Announcer—Dependable, energetic, deferred, college graduate, experience 2 stations. Available immediately. Box 802, BROADCASTING.

Announcer—Experienced newscaster, commercials, all-round man. 24. 4F. East preferred. Box 821, BROADCASTING.

Experienced radio executive. Formerly controlling large local accounts. Now available for sales management of progressive eastern seaboard station. Profiteering basis or over-ride on increase business acceptable. Available November 1. Box 267, 246 Fifth Ave., New York City.

Announcer, newscaster—Experience, married draft exempt, desires permanent connection. Available two weeks notice. Keith Albee, Sturgeon Bay, Wisconsin.

Announcer, 26. Draft deferred. One year experience. Available immediately. Box 814, BROADCASTING.

Contact now if you need program director that is commercial-conscious, not glamour. Write Box 816, BROADCASTING.

Available—woman announcer. Handles children's, women's, dramatic programs. M. C. and program directing. Box 818, BROADCASTING.

Radio school graduate, announcer newscaster, specialized in local news reporting. Two years experience, 6 months program director—chief announcer, wishes change to permanent position with opportunities. Box 819, BROADCASTING.

Progressively thinking draft exempt young married man years of experience in every phase of radio including network, now managing small station, desires executive position with larger company and chance to make his result-getting ability into money for himself and his employer. In all sincerity here is a chance for station owners to forget your worries backed by the best references. Let me prove it to you. Box 803, BROADCASTING.

Continuity writer (woman), N. Y. station experience commercials, announcing, acting. Box 806, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Age 43, draft exempt, 24 years experience in broadcasting, television, and allied fields. First class telephone license. Three years announcing and executive experience. Desire position with expanding organization as chief engineer of broadcast, television, or small chain. Will consider partnership in small station. Preference, Tenn., S. C., east coast. Box 807, BROADCASTING.

Position wanted as hillbilly emcee and production man. Also experienced announcer, continuity writer and promotion man. Entertainer of network calibre. Can build and supervise complete artist bureau including close, effective co-operation with station promotion department. Now employed responsible position, but doing no air work. Permanent connection only. Excellent references. Married, 38, draft status 1AH (overage). Minimum starting salary $300.00 per month, plus personals or $400.00 straight salary. Box 808, BROADCASTING.

Experienced transmitter studio engineer. Permanent position, midwest. Box 809, BROADCASTING.

Wanted—One station manager to grant me an interview after this war is over. Experienced announcer-newscaster-sportscaster-dramatics director, program director called into service while working as an instructor in an aircraft factory, now employed by the Armed Forces Radio Service, in American Expeditionary Station, somewhere in the Pacific. Nine years radio before the war, and the lord only knows how much during war. Will appreciate even a tentative promise of an interview so I can feel that there is hope of returning to my own field which has a lot of new voices since I left. For references, write WNOX, WFBC and ask them about Mason-Dixon. Box 810, BROADCASTING.

Chief engineer—Family man now employed, with 15 years' commercial radio engineering experience desires position as chief engineer with west coast or Rocky Mountain region station. Familiar with FCC regulations and hearings and experienced from operating to chief engineer to building several stations complete. Left broadcast field short time ago to take position as special civilian engineer working with Armed Forces; work successfully concluded. Can be available about 30 days. Box 825, BROADCASTING.

Situations Wanted (Cont'd)

Girl, 26. Assistant any type radio production. Eight years advertising agency experience. Please state salary. In Hollywood now. Box 820, BROADCASTING.

Young man with experience and ability in announcing, script, copy, production. Seeking employment with agency or station in production-writing. Box 822, BROADCASTING.

Woman—Experienced in commentating, announcing, acting, continuity and public relations. Will travel anywhere. Box 826, BROADCASTING.

Southern California stations—Announcer, 9 years experience. 4F. Newscaster, time salesman. Box 827, BROADCASTING.

Wanted to Buy

Wanted—Frequency monitor and modulation monitor. Phone Central 6595, collect, Chicago, Mr. Clifford.

Wanted—1000 watt transmitter, FCC approved. Also, all other equipment necessary to complete station. Wire or write Box 784, BROADCASTING.

Tower, around 250 feet. Also ground wire. Box 804, BROADCASTING.

Transmitter, frequency monitor, modulation monitor and antenna for 250-watt station. Box 805, BROADCASTING.

Wanted to buy—Any type transmitter up to 5 kw, regardless of age or condition. Box 828, BROADCASTING.

Wanted—Any type vertical antenna. Phone collect Central 6595, Chicago, Mr. Clifford.

For Sale

Three used 1 kw DeForest-Sylvania transmitters converted to standard broadcast service, complete less tubes and crystals. $4,500 each FOB Los Angeles. Filing data available Nov. 1st, can ship transmitters Dec. 1st. 50% with order balance on delivery. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, Calif. Phone EXposition 1742.

One only new Temco transmitter converted to 250 watt standard broadcast service, complete with one set of tubes and approved temperature control oven, $3,000 FOB Los Angeles. Filing data available immediately, can ship transmitter in 30 days. First telegraphic money order or certified check takes same. Kluge Radio Company, 1913 Montrose Street, Los Angeles 26, Calif. Phone EXposition 1742.

$1,250 cash for composite 250-watt transmitter, ready-to-go complete with one set of tubes and some spares. Actually in broadcast operation until few months ago. You can't find a better buy. Call Poughkeepsie, New York, 6211-J.

If you need a 200' self-supporting radio tower contact James S. Duff, c/o WITH, 7 E. Lexington Street, Baltimore 3, Maryland. Phone Lexington 7808.

WANTED

Personality Radio Acts

Singles or doubles. Must have "down-to-earth" showmanship and salesmanship. No corny hillbillies please.

Write or wire Box 812, BROADCASTING

WANTED

Disc Jockey - Musical Clock M. C.

If you really have a proven record of showmanship and listener-appeal, we have a real opportunity for you. Central west.

Write or wire Box 813, BROADCASTING

The **SCHOOL** *of* **RADIO TECHNIQUE**

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course
NOVEMBER 14
6 Weeks' Day Course
NOVEMBER 6

Taught by Network Professionals, for Beginner & Advanced students, include:

- Announcing
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Diction
- Commentating
- Voice

Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N.Y.
CIRCLE 7-0193

Feldman Tells How Japs Were Fooled By Maintenance of Regular Broadcasts

HOW American radio war reporters in the South Pacific helped keep the Japs in the dark about the Philippines invasion by continuing their regular broadcasts to their home networks for more than a week while they were actually aboard the convoy headed for the Philippines is reported by Arthur Feldman, Blue correspondent, in a dispatch sent Oct. 11 from Gen. MacArthur's headquarters in New Guinea, but received by the Blue only last Thursday night.

Hours were spent, Feldman reported, "making recordings of undated feature newscasts to be played during their absence at their regular broadcast periods. The operation was worked out so thoroughly that even the pre-broadcast service conversation and level checks with network control rooms in San Francisco were recorded in advance.

Operation, Mr. Feldman said, "prevented Jap monitors in Western Dutch Guinea, who listen regularly to the New Guinea signal corps transmitter which beams broadcasts to the American networks, from learning of the correspondents' absence. If this had not been done and broadcasts from New Guinea had abruptly ceased, it would have been an obvious tip-off to the enemy".

Radio Leads Invasion Army

(*Continued from page 11*)

the air to the American people until his return to the Islands.

In anticipation of the Pacific campaign, all networks had augumented their staffs in that theatre, as well as their terminal and desk facilities on the West Coast, in the San Francisco area.

Planning Coverage

Maj. A. A. Schechter, Army Air Forces, former news and special events director of NBC, joined Gen. MacArthur's staff as radio officer last month to coordinate handling of broadcast traffic in the Pacific [BROADCASTING, Sept. 11]. Network representatives last week met with public relations officers of both the Army and Navy to plan coverage.

Lt. Comdr. Jack H. Hartley, chief of the Radio Branch, Navy Office of Public Relations, and formerly Maj. Schechter's assistant at NBC, in September was given additional duty in the Pacific area on the staff of Adm. Chester W. Nimitz to supervise radio and news facilities. That likewise tied into the epoch-making operation.

Representing American radio in the invasion were Arthur Feldman, Blue; George T. Folster, NBC; Gordon Walker, Mutual, and John B. Hughes, broadcasting for CBS in the absence of William J. Dunn who landed with the troops.

Gen. MacArthur's voice was first heard in a transcribed broadcast from Leyte early Friday morning. The broadcast originally had been made over the Voice of Freedom radio facilities, and directed to Philippine Island residents toward whose liberation the action is directed.

In addressing the Islanders, Gen. MacArthur told them that by his side were President Sergio Osmena of the Philippines and his cabinet. In this group, according to reports, was Brig. Gen. Carlos P. Romulo, who had been a public relations aide to Gen. MacArthur during the Philippine defense. Gen. Romulo in civil life was a newspapr publisher and broadcaster. He had operated KZRM and its shortwave adjuncts in Manila, in conjunction with his newspapers.

OWI Flash

OWI sent out the first flash of the landings at the end of its 12:15 a.m. broadcast beamed to Germany. From then on, all English, French and Italian music shows were torn apart to flash the news.

All of the major OWI programs played the Philippine national anthem, the "Star Spangled Banner," "Anchors Aweigh" and the Army Air Forces hymn.

During the late hours Thursday evening, Oct. 19 the networks remained on the alert, with the first UP flash confirming the invasion at 12:27 a.m. Oct. 20. As early as 9:45 p.m. of the 19th CBS had killed the *Corliss Archer* program and several Democratic spot announcements, substituting a special news show from KQW San Jose, Cal., but nothing happened until the 12:27 a.m. flash. At 12:28 a.m. the Blue got the flash on the air from San Francisco, interrupting a news program.

NBC at 12:30 a.m. switched to San Francisco to announce that a communique was due in five minutes, and at 12:35 a.m. NBC carried the communique along with the other networks. NBC aired studio music until 12:55 a.m. when it devoted its regular five-minute news period to commentary on the communique, signing off at 1 a.m.

The communique from MacArthur's headquarters in the South Pacific was read by an unidentified voice, sounding like a Filipino. This was carried by Mutual from San Francisco at 12:32 a.m. and by the Blue at 12:33 a.m.

From 1:30-2 a.m. CBS broadcast *Return to Philippines*, special live documentary show directed by Marx Loeb. At 1:45 a.m. Blue aired a documentary recorded by Gen. Romulo, made before he returned to MacArthur's headquarters. Blue stayed on the air until 3 a.m., CBS until 4 and Mutual 5 a.m.

Mutual made KFRC San Francisco its news headquarters, with Larry Meier and Arthur Primm, network correspondents, at the microphone.

Night Shifts

Blue, CBS and Mutual had night-time crews. In New York CBS had Paul White, director of news broadcasts and Everett Hollis, assistant director, working through the night, and in Washington, Robert S. Wood, director of public events and special features for WTOP-CBS stayed on.

Blue maintained Charles Barry, eastern program manager; G. W. Johnstone, director of news and special features, and John Madigan, head of the newsroom, at their posts. Albert Leach and Ray Henle of the Blue's Washington staff remained on the job.

MBS in New York had John Whitmore, manager of the news division; Floyd Mack, night supervisor and Frank Zuzulo of the press department and in Washington, Walter Compton, MBS commentator, and Jay Caldwell, WOL night manager.

At 12 noon on Friday a pooled broadcast was carried direct from the radio ship lying off Leyte in the Philippines and shortwaved to San Francisco and carried by Mutual, NBC and OWI. Mutual Correspondent Walker, broadcasting from the ship, read a communique sent from the landing beach by Royal Arch Gunnison. He reported on the landings. Gunnison was on the beach when MacArthur landed and the General remarked that he was the only correspondent who had been with him at Manila who was now landing again with him in the Philippines. Folster and Feldman also described the invasion from aboard ship.

Drawn for BROADCASTING by Sid Hix

"Anybody Here From West Virginia?"

CENSORSHIP WARNS OF WIND VIOLATION

BROADCASTERS were cautioned last week against a repetition of recent violations of the censorship Code of Wartime Practices when wind directions were given on play-by-play football broadcasts and during newscasts describing storm conditions a fortnight ago. Calling on broadcasters for adherence to the "weather" section of the Code, John E. Fetzer, Assistant Director of Censorship in charge of broadcasting, issued the following statement:

Attention of sportscasters, special events men as well as station managers:

Broadcast information concerning wind direction is still prohibited.

Your attention is directed to this language which is an important provision of the Code of Wartime Practices for Broadcasters:

"(a) Weather . . . mention of wind direction . . . in current or past weather. . . ."

The recent windswept weekend in the East produced a number of violations of this Code Provision when wind directions were indicated during play-by-play descriptions of football games.

Your cooperation to prevent repetition of such violations will be appreciated.

Grove Syracuse Test

GROVE LABS., St. Louis, Oct. 23 starts a 20-week test campaign for 4-Way Chest Rub on WOLF WAGE WSYR Syracuse, using a total of 21 transcribed announcements weekly. Sherman K. Ellis Co., New York, which is placing the business, has also been assigned by Grove and Beaumont Co., St. Louis, to conduct tests for Defender Vitamins, Veds and 4-2-6 Cold Tablets, and is planning spot radio for these products. Donahue & Coe, New York, continues as the agency for regular advertising of these drugs. Grove appointed Sherman K. Ellis last July as agency for nose drops, Chil Tonic, Videx and vitamin advertising.

The Lady is EMPLOYING 8,500 MEN!

Post-War Progress must be "*Sparked*" at the Point of Sale...

The responsibility for building a continuing prosperity in the decade after V-Day belongs to the men of Distribution . . . to sales executives, market analysts, testers, merchandisers and advertising men.

Our productive potential has burst through every previous ceiling. Capital, long restrained from investment in civilian goods expansion, awaits the green light. Manpower in millions will soon be at hand to tackle peacetime jobs. Billions in unspent wealth and unfulfilled needs stand ready to start the ball rolling.

But even these favorable factors cannot produce a sound, progressive economy without the impetus of advertising. It is not enough that advertising has done a magnificent wartime job, keeping familiar names familiar. Now, it must surpass its own best performance in the Distribution Decade ahead.

As we turn from war to peace, the lady who buys refrigerators, or cars or cabbages or cosmetics, will keep the nation's manpower at work, producing both purchasing power and consumer goods. The men whose advertising influences her to buy will wield the driving power behind our economic progress.

Shrewd management, in its post-war planning, will allocate to the men of Distribution . . . and particularly advertising . . . a share of importance commensurate with the magnitude of responsibility.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION

DIVISION OF THE CROSLEY CORPORATION

CROSLEY SQUARE, CINCINNATI 2, OHIO